



MICHAEL ANDERSON

LEAD PRINT DESIGNER

PROFILE

Accomplished Print Communication Designer with a robust portfolio showcasing a blend of artistic vision and strategic execution. Expertise in transforming client ideas into visually striking print formats that effectively communicate brand messages. Proven track record of enhancing brand identity through innovative design solutions and meticulous attention to detail. Strong analytical skills paired with creative problem-solving capabilities enable the delivery of projects that exceed client expectations.

EXPERIENCE

LEAD PRINT DESIGNER

EcoPrint Design Group

2016 - Present

- Designed eco-friendly promotional materials that reduced carbon footprint by 20%.
- Led workshops on sustainable design practices for internal teams.
- Managed client accounts, ensuring satisfaction and repeat business.
- Oversaw the transition to digital proofing to streamline workflow.
- Collaborated with suppliers to source sustainable printing materials.
- Created award-winning packaging designs recognized for innovation and sustainability.

PRINT DESIGNER

Brand Builders Inc.

2014 - 2016

- Crafted high-impact print advertisements that increased brand visibility.
- Developed design guidelines to maintain consistency across all print media.
- Worked closely with marketing teams to create cohesive brand narratives.
- Utilized customer feedback to enhance design effectiveness and relevance.
- Executed print projects under tight deadlines, maintaining quality standards.
- Participated in trade shows to showcase design capabilities and network.

CONTACT

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- 📍 San Francisco, CA

SKILLS

- Sustainable Design
- Brand Strategy
- Project Coordination
- Client Engagement
- Digital Proofing
- Creative Direction

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN VISUAL
COMMUNICATION, ART INSTITUTE OF
CHICAGO

ACHIEVEMENTS

- Received the 'Green Design Award' for innovative sustainable projects.
- Increased client portfolio by 50% through effective networking and referrals.
- Published articles on sustainable design in industry journals.