

## CONTACT

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micheanderson.com

## PROFICIENCIES

Adobe Creative Suite  
Figma  
Keynote  
Art Direction  
Branding  
Marketing  
Experiential Design  
Illustration  
Presentation Design  
Photo Retouching

## INTERNSHIPS

**Public School** Design Studio  
August 2012–March 2013  
Austin, Texas  
  
**GSD&M** Advertising Agency  
September 2012–December 2012  
Austin, Texas

## EDUCATION

**Austin Community College**  
2009–2012  
Austin, Texas  
Visual Communication Degree  
4.0 GPA

## VOLUNTEERING

**Austin Community College**  
Portfolio Review  
  
**826 Valencia**  
Creative writing & tutoring center  
  
**BFF.fm**  
Community radio station

## EXPERIENCE

**GROPYUS** Brand Team

Senior Communication Designer - Berlin, Germany

July 2022–Present // As the senior-most designer on the brand team, I own and evolve our brand's visual language across a complex, multi-disciplinary organization. I partner with stakeholders across product, marketing, and leadership to ensure all design outputs—internal and external—are strategic, coherent, and brand-aligned. I lead key initiatives from concept through execution, creating systems and assets that scale with growth.

**SumUp** Experience Design Team

Senior Communication Designer - Berlin, Germany

March 2021–July 2022 // As the sole Senior Communication Designer on the central design team, I focused on elevating brand experiences from the inside out. I uncovered design opportunities, finding solutions that blended aesthetic finesse with strategic function. Whether crafting visuals or shaping internal and external narratives, my role was about connecting the dots between design and impact.

**Godfrey Dadich Partners** Design Firm

Studio Art Director - San Francisco, California

October 2019–March 2021 // Led design execution on brand campaigns for high-profile clients, ensuring visual integrity across every phase of production. Worked closely with the Creative Directors to define the studio's standards and workflows, balancing creativity with operational excellence.

**Uber Eats** Creative & Brand Team, Freelance

Senior Designer - San Francisco, California

May 2019–August 2019 // I contributed to refining the Uber Eats visual identity, creating high-impact design assets and executive-level presentations. I developed scalable deck templates, built custom illustrations, and sharpened brand elements to align with broader brand goals—ensuring every piece felt cohesive and polished.

**Facebook** Creative Department, Freelance

Senior Communication Designer - San Francisco, California

March 2018–May 2019 // Designed high-profile presentation work for major events, such as F8 and Oculus Connect. I combined motion, illustration, and clean iconography to tell complex stories simply and beautifully—bringing visual clarity to ambitious tech narratives.

**Heat** Advertising Agency, Freelance

Senior Designer - San Francisco, California

January 2019–March 2019 // From campaign designs to detailed production, I created a range of materials including pitch decks, social campaigns, static/animated ads, and internal brand guidelines—delivering design that was sharp, effective, and on message.

**Jack Morton Worldwide** Experiential Agency, Freelance

Art Director - San Francisco, California

June 2018–January 2019 // Collaborated on the ideation and successful implementation of expansive designs and comprehensive branding strategies for prominent events and conferences, notably contributing to the success of Google Cloud's Next18 (July 2018) and Google's Student Innovators (August 2018).

**SFJAZZ** Jazz Center & Organization

Graphic Designer - San Francisco, California

February 2017–February 2018 // Oversaw design for all organizational communications, including seasonal campaigns, donor outreach, and education programming. Played a key role in reinforcing SFJAZZ's visual identity across platforms, ensuring consistency while introducing fresh, modern aesthetics.

**Whole Foods Market** Global HQ & Regional Office

Graphic Designer - Austin, Texas / Emeryville, CA

July 2013–November 2016 // Developed comprehensive style guides, templates, and distinctive branding strategies for various programs and campaigns. Successfully conceptualized and executed compelling branding initiatives for the launch of new store openings, ensuring a cohesive and impactful visual identity.