

## CONTACT

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micheanderson.com

## PROFICIENCIES

Adobe Creative Suite

Figma

Keynote

Art Direction

Branding

Marketing

Experiential Design

Illustration

Presentation Design

Photo Retouching

## EDUCATION

### Austin Community College

Graphic Design Degree

Dean's List // 4.0 GPA

2009 — 2012

## INTERNSHIPS

### Public School Design Studio

August 2012 – March 2013

Austin, Texas

### GSD&M Advertising Agency

September 2012 – December 2012

Austin, Texas

## VOLUNTEERING

### 826 Valencia

Creative writing & tutoring center

### BFF.fm

Community radio station

## EXPERIENCE

### GROPYUS Brand Team

Senior Communication Designer - Berlin, Germany

July 2022 – Present // Working closely with all teams throughout the multi-faceted company, I integrate creative concepts with team objectives, resulting in cohesive and impactful designs. I specialize in developing marketing materials that align with brand strategies and strengthen our brand guidelines. I successfully navigate dynamic projects, ensuring consistent design quality and effective communication.

### SumUp Experience Design Team

Senior Communication Designer - Berlin, Germany

March 2021 – July 2022 // Worked closely with a team of design specialists to proactively identify, manage, and successfully execute innovative solutions for existing and potential challenges across the organization.

### Godfrey Dadich Partners Design Firm

Studio Art Director - San Francisco, California

October 2019 – March 2021 // Collaborated seamlessly with the Creative Team and Studio Department to conceive, develop, and manage the production of print and digital campaigns, as well as brand identities.

### Uber Eats Creative & Brand Team, Freelance

Senior Designer - San Francisco, California

May 2019 – August 2019 // Contributed to the enhancement of the Uber Eats brand identity by refining and strengthening key elements. Spearheaded the development of sophisticated presentations tailored for Uber executives, including the creation of dynamic deck templates, compelling illustrations, and essential brand assets.

### Facebook Creative Department, Freelance

Senior Communication Designer - San Francisco, California

March 2018 – May 2019 // Designed sophisticated Keynote presentations for Facebook's major conferences, incorporating dynamic animations, compelling illustrations, meticulously crafted iconography, and visually impactful infographics.

### Heat Advertising Agency, Freelance

Senior Designer - San Francisco, California

January 2019 – March 2019 // From art direction to production, I created pitch decks, social media campaigns, internal presentations, campaign guidelines, static and animated web units, and more.

### 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 // As the primary designer for the music venue and education center, I designed seasonal branding, web and social assets, print and digital advertising, education material, catalogs, and more.

### 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.