

MICHAEL POLLOCK

ILLUSTRATOR & GRAPHIC DESIGNER

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warehouse.com

SUMMARY

Energetic graphic designer with 6 years of experience in merchandise, e-commerce and print design. Brings a sharp mind, a practiced eye and technical expertise. Eager to learn and always willing to lend a helping hand.

PROFESSIONAL EXPERIENCE

Contract Graphic Designer | Red Carrot Inc.

May 2024-Current | Austin, TX

- Layout design for fact sheets, promotional materials and signage
- Promo graphics and animated reels for social media and digital publishing
- Managed cross-channel brand consistency over digital and print platforms
- Ensuring Section 508 and WCAG standards for accessibility

Graphic Designer | Bright Blue Ink / Bumperactive

Jan 2017 – Nov 2022 | Austin

- Led design initiatives for non-profits, local businesses and high-profile political campaigns by creating illustrations and designs for apparel, marketing collateral, and social media graphics
- Spearheaded a successful fundraising campaign, breaking records by generating over \$1M in sales
- Created graphics and uploaded products for e-commerce platforms (BigCommerce, Shopify)
- Established and implemented quality standards, design templates, and naming conventions for production
- Guided clients through the design process and provided creative consultation to meet long term goals
- Trained and mentored junior members of the design team and cross-trained adjacent departments in best practices

Self Employed | Warehouse Design

2014-Current

- Custom illustration, layout design, and branding for small businesses
- Designed flyers, posters and promotional collateral for print and social media
- Hand lettering and chalkboard design for restaurants
- Printmaking and fine art sales

EDUCATION

Massachusetts College of Art & Design

Bachelors of Fine Arts | Printmaking

Houston Community College

ASS | Commercial Art

SKILLS

- Adobe CC (Photoshop, Illustrator, Indesign, etc.)
- Digital Illustration
- Resourceful, Curious
- Typography
- Color Theory
- Collaborative
- Familiarity CSS & HTML
- Sense of Humor