




MIKE TALLEY

RESUME OF QUALIFICATIONS

 www.mtalleydesign.com

 www.behance.net/mtalley

PROFESSIONAL EXPERIENCE

MIKE TALLEY DESIGN

Freelance Graphic Designer, August 2007 – present

Craft high-quality creative for various clients. Successfully manage graphic design projects in print, social media and web — from concept to final deliverables. Work closely with clients to create vision, conceive designs in a deadline-driven environment, while adhering to organization's brand. Manage operations to support projects, including managing vendors, writing bids and proposals, time tracking and invoicing.

HIGHLIGHTS

- Developed new logo and branding for the Association of Meeting Professionals (AMPs) and the Mortgage Bankers Association of Washington, DC
- Maintaining long-standing relationships with steady roster of clients

FOSE-MCKAY

UI Designer, February – July 2016

Freelance design position (on-site and off-site) tasked with creating pixel-perfect mock ups for web site UI design, based on provided sitemaps and wireframes. Experience in web-based information architecture and design, as well as strong knowledge of usability principles and techniques. Worked closely with team including creative director, account manager and front-end developer — to ensure designs translated effectively to web format. Created assets for client's social media accounts, as well as static and animated digital banner ads.

HIGHLIGHTS

- Assisted in creating UI layouts for US Soccer Foundation's website
- Gained valuable experience in web-based information architecture and design. Learned industry best practices as a member of a web development team.

THINK DESIGN / MOIRÉ MARKETING

Senior Graphic Designer, July 2006 – August 2007

Design position which I developed agency-quality work, primarily for print and editorial design. In addition, produced branding collateral in print and web formats. Managed multiple assignments accordingly, within deadline. Support role to the art director and client, ensuring projects and goals were achieved.

HIGHLIGHTS

- Developed new publication design template and was responsible for layout of client's (PRIMA) 36-page monthly magazine

ATELIER CREATIVE

Senior Graphic Designer, July 2000 – May 2006

Produced variety of design for both print and screen mediums. Collaborated with creative team and client's representative to produce collateral for marketing and promotional purposes

HIGHLIGHTS

- Developed original layout and digital illustrations for The 9:30 Club & IMP Events weekly advertisements for City Paper and Washington Post
- Earned promotion to Senior Designer

OVERVIEW

- Experienced working as a designer in both fulltime, in-house and freelance roles.
- Comfortable working collaboratively with creative directors, art directors, account managers and staff.
- Experienced in creating cross-functional branding and marketing materials.

CREATIVE

GRAPHIC DESIGN

- Branding Identity
- Conference & Event Collateral
- Editorial / Publication Design
- Illustration
- Information & Presentation Design
- Poster Design

WEB DESIGN

- Animated Digital Ad Banners
- HTML5 / CSS3
- Landing Pages
- Social Media Content
- UX / UI Layout Design

TECHNICAL

ADOBE CREATIVE CLOUD SUITE

- Dreamweaver
- Illustrator
- InDesign
- Photoshop
- XD

ADDITIONAL APPLICATIONS

- Atom
- Keynote
- Powerpoint
- Sketch
- WordPress

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA

Bachelor of Fine Arts, Communication Arts