



Michael Serpe

Graphic Designer

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Created designs for:

General Mills
Harley Davidson
Assurant Health
Miller Coors
University of Wisconsin
Rexnord
Kerry Foods
Replogle Globes
Restore Health
Pharmacy Solutions
Tyson Foods
Recruit Wisconsin
Liquidware Labs
Power Test
Vizioncore
Target
SPRI Sports
John Sterling
Klements
Roundys
and many more...

SUMMARY:

An experienced, strategic designer with excellent conceptualization, project management, and technical skills. Passionate about implementing fresh, innovative solutions for marketing collateral. Proactive, polished communicator with proficiency in both print and digital design. Specialties include creative, user-centered design solutions that thrill and engage users. Possesses excellent collaboration, leadership, and organization skills and the ability to prioritize under tight deadlines. Extensive experience and training in art direction, design, web, print production, and marketing standards.

SKILLS:

Adobe Creative Cloud (Illustrator, Photoshop, Indesign, Dreamweaver, Premiere), Adobe Dimensions, Adobe Premiere Elements, Asana, Autodesk AutoCad 2010, Autodesk Rivet, BBEdit, Extensis Suitcase, Magento, Mac OSX, Microsoft Office, Microsoft Windows, Netsuite

EDUCATION:

Bachelor of Arts in Graphic Design

University of Wisconsin-Parkside, Kenosha, WI.

Design Certificate in Enhanced Graphics for Print Production

Clemson University, Pendleton, SC

EXPERIENCE:

Senior Graphic Designer, February 2015 – Present

University of Wisconsin - Madison, Business School, Executive Education, Madison, WI

University of Wisconsin - Madison is a top ranked business school in the country that offers high-end education in undergraduate, graduate and professional development studies.

- Manage/design all graphics, media and print projects within the marketing department.
- Design and implement new responsive website that has better user engagement, resulting in 40% increase in enrollments, and 1.4 million in additional revenue after first year of launch.
- Create micro-sites for external client partnerships.
- Lead the art direction of print/digital marketing collateral with the newest industry design trends.
- Manage multiple websites on local CMS system, Wordpress, and flat HTML file platforms.
- Design responsive HTML promotional emails that drive revenue and increase enrollments, with an annual increase of 25% enrollments since implementing multiple device design platform.
- Work closely with various local and national print and media vendors to ensure high quality production under budget constraints.
- Track and manage projects in project management software to ensure on-time deliverables.
- Direct various stage and non-stage photo shoots for marketing promotional materials.
- Manage graphic designer internships along with assigning job duties.
- Create trade show booth designs tailored to audience.

Graphic Designer, August 2011 – February 2015

Power Test Inc., Sussex, WI

Power Test is a global leader in engineered testing equipment and software applications. Servicing various markets in over 80 countries on six continents.

- Managed/designed all graphics, media and print projects within the marketing department.
- Led the comprehensive design and implementation of rebranding the company logo, all corresponding marketing collateral and defined brand standards.
- Assisted in strategic marketing campaigns that promoted new and existing products in various global markets, which led to increased net sales and profit.
- Directed photo shoots of products and produced various training and product videos that helped out customers and saved the company money and support team resources.
- Designed and help develop new website resulting in a 30% increase of web traffic after redesign launch.
- Directed various trade show events around the country and globally, including designing trade show graphics tailored for each show that led to increased traffic and sale inquiries.
- Bid out print jobs to local vendors and kept each project within projected budget or below. Assisted sales force with PowerPoint presentations and custom on-site literature for meetings.
- Collaborated with the marketing department on various copy writing and editing projects for press releases and advertisements.
- Maintained company websites to keep them accurate and up to date.

EXPERIENCE (continued):

Graphic Designer, May 2007 – August 2011

Rexnord, Milwaukee, WI

Rexnord is a fortune 500 company with over 15 large diverse subsidiaries servicing global industries ranging from healthcare technology to aerospace parts and equipment.

- Coordinated and designed print, electronic, and web marketing collateral for the corporate division of Rexnord and its various subsidiary business units.
- Led the redesign and branding of all corporate marketing collateral designs and templates to secure a solid brand recognition.
- Managed the internal and external design workflow within each of ten global business units.
- Bid out print jobs to local vendors and kept each project within projected budget or below.
- Collaborated in all on-site/off-site photo shoots of products.
- Generated new marketing campaigns used in various promotional mediums.

Graphic Designer, September 2004 – May 2007

USC Inc., Milwaukee, WI

USC Inc. is a high-end packaging and display company servicing many fortune 500 companies marketing, design and production needs.

- Developed high-end graphics for point-of-purchase packaging and displays.
- Worked with outside client marketing teams (various Fortune 500 companies) to develop graphic direction, concepts, and designs based on their marketing objectives.
- Additional design responsibilities included creating company brochures, all promotional marketing material, advertisement and all in-house art projects.
- Created full size mock-ups, proofs and 3-D renderings of package/display designs.
- Served as a liaison with the customer service department in price estimating jobs and quoting out various art projects. Helping clients stay within projected design budgets.
- Managed and designated all production meetings on new artwork and conducted all final press checks before production of artwork was commenced.