

# Michael Stevenson

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Multi-Media Graphic Design  
& Creative Direction

Portfolio available at  
<http://subsurface.design>

## Professional Summary

Multi-disciplinary creative solutions stemming from over 20 years of experience in brand marketing, promotions, visual storytelling and customer engagement. Strong interpersonal communication skills and relationship building. Environmentally and efficiency minded with a passion for inventive and emerging technologies.

## Skillsets

- Print Design
- Web Design
- Illustration
- Motion Graphics
- Videography
- Video Editing
- Photography
- Audio Production
- Copy Writing

Skilled in the latest versions of the Adobe Creative Suite including Photoshop, Illustrator, InDesign, Dreamweaver, XD, After Effects, Premier Pro, Audition, Lightroom, and others as well as Microsoft Office products including Word, Excel, PowerPoint and Outlook. Experienced in most popular video conferencing platforms including Zoom, Skype, Teams and Messenger.

## Employment History

Multimedia Graphic Designer - Lucky Eagle Casino & Hotel - July 2013 to Present

- Design custom visual assets and animations for coordinated campaigns deployed across several media channels including direct mail, web and email marketing, digital signage, large format printing, dimensional displays, video, and social media.
- Record and edit custom video and audio assets to produce customer facing and internal videos, voiceovers for announcements and other needs.
- Copywriting for promotions, advertisements, external and internal communications.
- In-house portrait photography, processing and professional retouching.
- Twice recognized as Team Member of the Month among a pool of over 700 employees and presented with the company wide Teamwork Award for 2016.

Creative Director - ABCeCommerce - January 2009 to July 2012

- Managed design department to produce a rapid flow of e-commerce, marketing and social networking packages.
- Oversaw quality standards for all client materials and company brand assets.
- Designed and directed development of a proprietary CRM database application to store client information and track the status and progress of client accounts.
- Worked directly with clients to resolve escalated design and development issues to ensure customer satisfaction.

Graphic Designer - Big Fish Games (contractor) - September 2008 to October 2008

- Print design for widely distributed direct-mail promotions.
- Utilized established brand assets and guidelines to generate advertisements in-line with existing and past promotional materials.
- Worked with teams outside the marketing department to create custom creative materials for strategic partnership proposals with global advertisers.
- Worked within brand guidelines to build holiday-themed versions of the company logo and other assets for use in external holiday promotions.

Graphic Designer - CarDomain Networks - June 2004 to August 2008

- Led artistic direction for the redesign of car audio forum SoundDomain.com, boasting over 80,000 registered members, incorporating a blog into the homepage and updating the style and layout, effectively doubling sales conversions for leads from SoundDomain to the CarDomain Store resulting in a \$100K boost in sales.
- Designed and produced custom ad campaigns, site re-skins and interactive mini-sites for national and global online advertising clients including Shell, Castrol, Nissan, Scion, Progressive and others.
- Managed image acquisition, processing and deployment as the online retailer's product catalogue grew from 8,000 to over 25,000 products.
- Developed custom scripts to automate watermarking and image resizing processes.
- Recruited, interviewed and managed contractors during peak growth periods.
- Created thorough training documents and guides for onboarding new hires.
- In-house product photography.

Resident Artist - Pacific Bar Associates - October 2002 to May 2004

- Worked within set budgets to design and construct themed art installations for two popular Waikiki area nightclubs.
- Created custom handmade signage for club events and touring musical talent.
- Led promotions, booking and marketing for monthly and one-off events.
- Managed a "street-team" promoting for club events canvassing throughout the Waikiki/Honolulu area.

Owner/Designer - System Addict Clothing - 2004 to 2013

- Founder and designer of local street clothing and accessory company System Addict with products featured in Fader Magazine, and carried in boutiques nation-wide including notable vendors Fred Segal, Digital Gravel and Karmaloop.
- Organized and was featured in art and fashion shows promoting company and affiliate products in Seattle, LA and Honolulu.
- Sourced reliable materials and production channels for consistent quality standards and maintained healthy vendor relationships.
- Merchandised and staffed pop-up sales booths at various festivals and outdoor markets.