

Mike Brown

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PROFESSIONAL SUMMARY

Highly creative and talented Graphic Designer/Creative Director accomplished in overseeing creative strategy and direction for multiple projects. Leverages 15+ year industry career to implement design best practices and drive creative growth. Excellent history of leading highly effective teams to produce superior deliverables.

SKILLS

- Adobe Creative Cloud
- Microsoft Suite
- Project Management Skills
- Typography
- Print Design
- Product Launch
- Email Marketing
- Social Media Marketing
- Design Leadership

EXPERIENCE

Graphic Designer

Keto Chow, 2022

- Create graphic assets for various digital and print medium
- Several of the projects that I developed helped significantly increase click-thru and cost-per-purchase on social media channels

Creative Director

MidasIQ (formerly Taxbot), 2014 - 2021

- Managed brand and extended brand identities for busy start-up
- Developed and designed re-branding campaign: creating new logo, and redesigned UX/UI for smartphone software
- Increased brand social media visibility by over 300%
- Produced and edited "The Profit Junkie Podcast"
- Organized company blog increasing customer engagement by over 800%

Web Designer

Basic Research, 2013 - 2014

- Redeveloped MyFreeDiet.com website, app, and email communications for a bolder, responsive look
- Updated design advice based on current web trends, technology changes, and style improvements
- Prepared website low-fidelity wireframes and high-fidelity mockups for developers and project managers
- Improved usability and appearance of ecommerce, booking, and other site features

Creative Director

Fringe Media, 2011 - 2012

- Initiated website design changes for a more focused UX/UI
- Oversaw creative designs for on-site, email-based, and online advertising strategies
- Redesigned email campaigns for continuity of marketing and increased click-through from 7% to 29%
- Broadened the design esthetic of the brand to be more consumer friendly

Marketing Manager

Red Rock Brewing Company, 2009 - 2011

- Developed company website with a user-friendly interface increasing page views by over 400%
- Focused corporate marketing to be more brewery-centric
- Successfully initiated social media programs on Facebook, Twitter, Yelp, and You Tube
- Developed and created Red Rock Rewards customer loyalty program
- Optimized marketing campaigns with continuous development of fresh ideas and new methods

EDUCATION

Bachelors of Business Administration: Marketing

WEBSITES, PORTFOLIOS, PROFILES

LinkedIn Profile: <https://www.linkedin.com/in/mbportfolio/>

Online Portfolio/Recommendations: <http://mbportfolio.com>