THE ALDER FILES

MICHAEL ALDER

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SKILLS

Illustration

Brand

Video

UI/UX

HTML/CSS

Email Marketing

Online Advertising

## THE TOOLS

2007–2011
Adams State University, Alamosa, CO
BFA in Graphic Design & Photography

GRAPHIC DESIGNER

2019–Present | V2 Works | Kenmore, WA

SUMMARY: Brought the creative energy needed to advance a variety of brands in a small agency environment.

- Quickly learned animation in After Effects under extremely tight deadlines, boosting the agency's list of services and saving them thousands of dollars.
- Was gifted with a substantial raise within the first year of working due to high marks in performance reviews, skill and work ethic.

DAILY
- InDesign
- After Effects
- Illustrator
- Photoshop
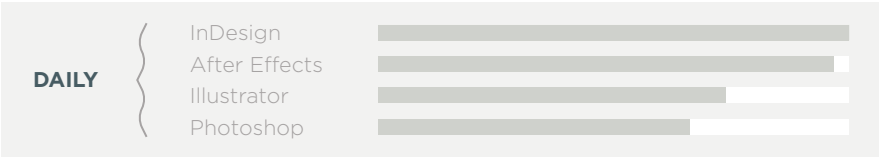
GRAPHIC DESIGNER

2015–2019 | Microsoft Advertising, Allyis | Kirkland, WA

SUMMARY: Assisted design team working with clients at Microsoft to advance the online advertising brand across multiple channels.

- Took part in the 2016 and 2018 re-brand and churned out new collateral on top of the re-branding of old collateral still in use.
- Revamped the entire email marketing design model so that emails were clean, modern and mobile friendly.

DAILY
- PowerPoint
- InDesign
- Illustrator
- Dreamweaver
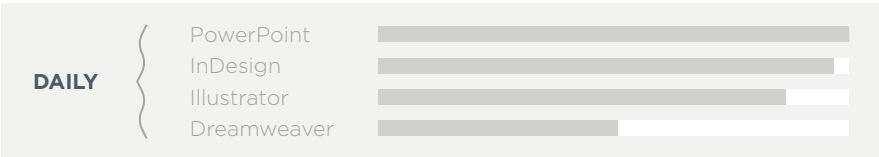
GRAPHIC DESIGNER

2014–2015 | Puget Sound Energy | Bellevue, WA

SUMMARY: Joined the communications department to uphold the energy company's brand in internal and external projects.

- Developed a series of compelling, visual infographics that brought the brand to life, which were, in turn, inspired to be the visual basis across various social media streams.
- Spearheaded the transformation of the power outage app with the design of a user story and visual UI across iPhone, Android and Windows devices.

DAILY
- InDesign
- Illustrator
- Dreamweaver
- Photoshop