

# Michael Bollig

## Senior Graphic Designer

Strategic and results-driven Graphic Designer with over 9 years of transformative experience in product, web and visual design. Proven track record of elevating client engagements by delivering impactful solutions that align with communication strategies and execution. Adept at applying UX and Visual Design skills to conceptualize and create innovative products for diverse digital experiences and applications. Excels in ensuring brand consistency, collaborating with cross-functional teams, and producing high-quality materials across various platforms.

### Professional Work Experience

#### Senior Graphic Designer at GDIT - Remote

[June 2022 - Current]

- Working within SAFe/AGILE methodology team to create objectives and assessment strategies to design instructional sound training material.
- Collaborated with cross-functional teams and clients to uphold brand standards and achieve project goals.
- Demonstrated capability to share knowledge and coach team members, enhancing the overall technical capability of the team.
- Successfully supported multiple client engagements, ensuring the delivery of high-quality digital experiences and applications within established timelines and budgets.
- Applied visual design skills to create compelling supporting materials while maintaining brand consistency.
- Proficient in Adobe Creative Cloud, including Photoshop, Illustrator, InDesign, Acrobat, Microsoft Office Suite HTML5, CSS, and front-end framework methodologies.
- Manage the development of guidelines, standards, and best practices, such as 508 compliances, World wide Web Consortium Standards, branding style guides, web-based training of technology-based Learning Management Solutions (LMS), and multimedia course-ware.
- Experienced in wireframing prototyping tools and the full spectrum of the digital creative process, from user research to interface design.
- In-depth knowledge of the print process and ability to design materials ranging from digital assets to brochures, flyers, factsheets, presentations, posters, and e-newsletters.
- Stay informed about industry trends, design innovations, and best practices to continually elevate the visual aesthetic and impact of the brand.
- Duties encompassed diverse visual graphic responsibilities, spanning illustrations, graphs, charts, logos, sketches, storyboarding, wireframing, video production, and stylized photography.

#### Front End & Multimedia Designer at Altium - Hybrid [Feb 2019 - June 2022]

- Accountable for the conceptualization and creation of landing pages through the utilization of design tools such as Figma, alongside marketing automation platform Marketo and content management system Drupal.
- Tasked with optimizing page layout while prioritizing user experience considerations.

Active TS Clearance  
United States Navy Veteran

### Info

📍 San Diego, CA

📞 (620) 605-1061

🌐 [www.michaelbollig.com](http://www.michaelbollig.com)

✉ [contact@michaelbollig.com](mailto:contact@michaelbollig.com)

### Skills

Brand Development

Brand Consistencies

Cross-functional Collaboration

Adobe Creative Cloud Suite

Video Production

Creative Thinking

Leadership

User Research

Presentation and Pitching

Knowledge of Print Processes

Design Methodologies

World Wide Web

Consortium Standards

Responsive Design

Wireframe Prototyping

SAFe/AGILE

UX/UI Software

- Adobe XD & Figma

HTML/CSS/JS Development

Email Backend Development

Email UX Design

SharePoint

OneDrive

LMS Platforms

Jira & Confluence

Microsoft & Google Suite

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## Professional Work Experience

- Conducting email design initiatives for Altium's Marketing Team, while also orchestrating A/B testing for marketing campaigns to optimize effectiveness and engagement.
- Proficiently coding email templates to meticulously align with pixel-perfect designs across marketing automation platforms such as Marketo, enterprise resource planning system NetSuite, and customer relationship management platform Salesforce.
- Developed banners for diverse platforms, including social media and paid media, ensuring a cohesive and visually compelling brand representation.
- Produced storyboards and executed end-to-end video production, encompassing filming and editing, utilizing Adobe Premiere Pro, to contribute to comprehensive marketing campaigns.

### Videographer & Designer at Control Entertainment [\[May 2017 - June 2021\]](#)

- Strategically devised, filmed, and edited promotional highlight reels with the objective of augmenting customer acquisition for the company.
- Engaged in ideation sessions and spearheaded the conceptualization and development of designs for a clothing line.

### Videographer & Designer at SD Photo Studio [\[Dec 2016 - June 2019\]](#)

- Collaborated closely with clients to meticulously plan, capture, and edit wedding videos, ensuring a seamless and memorable visual narrative.
- Engaged in ideation sessions and spearheaded the conceptualization and development of designs within the videos.
- Operated, filmed, and edited slow-motion video booths for clients, contributing to the production of refined highlight videos with a focus on quality and professionalism.

### Videographer & Designer at Nobleman Productions [\[May 2016 - Nov 2018\]](#)

- Collaborated closely with clients to meticulously plan, capture, and edit wedding videos, ensuring a seamless and memorable visual narrative.
- Operated, filmed, and edited slow-motion video booths for clients, contributing to the production of refined highlight videos with a focus on quality and professionalism.

## Education

### Platt College San Diego






- Associate of Applied Science: Digital Media Design [\[May 2016 - Sep 2017\]](#)
- Bachelor of Science: Media Arts - Web Development [\[Sep 2017 - Jan 2019\]](#)

## Military Service

### U.S. Navy - Boatswain's Mate [\[San Diego, CA - April 2012 - April 2016\]](#)

- Managed and oversaw a team of 20 personnel, ensuring stringent quality control and adherence to high standards of work.
- As a Training Petty Officer, I Administered and oversaw the complete spectrum of training qualifications for a team of over 40 personnel.
- Safeguarded the secure launch and recovery of multiple flight deck operations, prioritizing safety protocols and procedural precision.
- Developed graphics, logos, and produced videos as an independent contractor in a freelance capacity. [\[2013-2016\]](#)

## Interests

-  Animals
-  3D Printing
-  Photography
-  Softball
-  Traveling