

Michael Schifkovitz

Graphic Designer

Design - Marketing - Production

Personal Info

Phone 908-461-6460
Email Mds12188@gmail.com

Portfolio Website
www.DeadOnCreations.com

Tech Skills

Illustrator

Photoshop

InDesign

Acrobat

Primere Pro

Lightroom

Design Skills

Typography	Branding / Identity
Illustration	Packaging
Photo Retouching	Photoshoots
Layout	Marketing

Soft Skills

Creativity	Canva
Communication	Sketch Up
Figma	Problem Solving
Proposals	Leadership

Education

Art Institute of Philadelphia (Sep. 2011)
Graphic Design BS

Summary

Creative, organized graphic designer / artist looking to obtain a design position that will utilize my experience and skill set while maximizing my creativity, communication, and leadership skills.

Expevience

Garden State Tile (Jan. 2022 - Present)

Lead Design Specialist - Social Media - Marketing

As Lead Designer at Garden State Tile I was assigned multiple projects simultaneously, in which I was responsible for anything and everything creative. These responsibilities include but are not limited to standard in-house design, packaging, co-branded creative, web/mobile, multi-page layouts, campaign and content creation, convention/environmental, and concept design for campaigns, social media, and more. Marketing and email campaign ads which drove at lowest 25% increase in views and sales. The projects were made in collaboration with marketing, photographers, videographers, manufacturers, and others.

Dead On Creations (Jan. 2018 - Present)

Professional Freelance Graphic Designer

Own and operate a business that aims to assist companies in brand development. Spearhead visual identity including brand positioning, promotions, and digital marketing for different companies. Develop creative advertising content for various media, including catalogs, menus, business cards, flyers, posters, t-shirts, and product packaging while ensuring maximum brand awareness of target audience / market. Conceptualize logo design, drone videos, and social media channels to promote product brands.

Armbrecht Carpentry LLC (Jan. 2018 - 2020)

Carpenters - Assistant Site Manager

Handled companies social media content and assisted in design and problem solving. Took photos, videos, and edited them to show the quality finish on projects. Framed new construction of single family homes and apartments. Examined blueprints and construction plans to correctly install pieces. Work independently on projects and tasks within a carpentry team. Operated power saws, planers, joiners, routers, and pneumatic equipment.

Memoi Fashion / Infinity Classics (Feb. 2015 - Jan. 2018)

Jr. Art Director - Creative Designer

Created original computer-aided designs for the sock and hosiery market. Designed product packaging. Research trends: colors, patterns, textures, for future designs and silhouette pathways. Collaborated with buyers and sales department to generate lookbooks for each season. Took and edited product photography and assisted on destination photoshoots.

The Fanatic Group (Aug. 2013 - Jan. 2015)

Creative Designer - Production Designer - Print Production

Created artwork for licensed paper products for NCAA, MLB, and the NHL. Designed custom paper insert tumblers, greeting cards, Digitally imprinted keytags and pens. Print production.

Forever Collectibles (FOCO) (Nov. 2011 - Mar. 2013)

Production Designer - Creative - Packaging

Collaborated with sales team on artwork direction, approval, and design. Researched market standards on various aspects of product development such as mascots, logos, slogans, and colors. Produced artwork to standards per licensors, customers and partners. Catalog and web design. Created computer-aided product samples with photoshop to be sent to the MLB, NFL, NHL, NCAA, MLS, and the WWE to be used for the web.