




MICHAEL SHANE

Michael.S.Villareal@gmail.com 
/MichaelShaneVillareal 
MichaelShane.me 

- Driven visual designer adept at targeted communication and integrated marketing illustrated across 10+ years of experience in related roles.
- Strategic and innovative with a passion for driving brand awareness and product performance.
- Able to balance workload priorities across multiple projects with divergent needs within budget and on time.
- Excellent management skills with the ability to work well both independently and in group settings.

EXPERIENCE

FREELANCE, Visual / Graphic Designer & Project Manager *Seattle / Chicago / Los Angeles (2011 - Current)*

Development, design and rebranding for cross-disciplinary projects including advertising campaigns, photo shoots, logos, packaging and web. Design marketing content such as print and digital advertisements, product / promotional landing pages, eBlast marketing emails and social media content. Create informational graphic material including infographics, brochures, newsletters and presentations. Photo retouches, manipulations and color corrections. Content management and licensing.

- Brand experience includes but not limited to Lionsgate, Fox, ABC Disney, Universal, Gloria Jeans Coffee, Starbucks, Frito Lay & Colombia Bank.

CUSTOM IMPRESSIONS, Graphic Designer & Production Manager *Tacoma, WA (2018 - 2019)*

Managed all aspects of printing from design and production to quality control and distribution. Supervised each project from concept to completion including reviewing client requests, assessing resource requirements and creating proofs for approval.

- Transitioned production workflow management system from paper to digital decreasing production time by over 25%.
- Implemented a centralized digital asset library creating a streamlined process resulting in quicker approval times and an increase in both file accuracy and customer satisfaction.

CREATIVE IMPORTS, Visual / Graphic Designer & Project Manager *Burr Ridge, IL (2015 - 2017)*

Established conceptual and visual design for both print and digital projects from concept to completion. Strategized the implementation of advertising campaigns across all mediums.

- Developed a process using more in-house resources rather than spending money on rented equipment, space and outsourcing contracted experts saving the company \$60k per season.

DREAMWORKS ANIMATION, Research & Development *Glendale, CA (2006 - 2014)*

Managed operational procedures and budget. Prepared quarterly fiscal reports. Facilitated meetings by recording and communicating production requests, information, action items and milestones. Liaison to all our business partners.

- Improved project completion rates within budget by developing new procedures, tracking tools and forecast models saving over \$20k per year.

PROFICIENCY



Design & Layout



Prototyping & Wireframing



Web Development



Motion Graphics & Video



Marketing & Social Media



Project Management



Windows / PC



MS Office



Mac

DESIGN SKILLS

Photo Retouching & Manipulation / Layout



UX/UI / Logos / Infographics / Packaging



Newsletters / Presentations / Ads / eBlasts



Video / Motion Graphics / Illustrations



SOFTWARE

DESIGN: Photoshop, Illustrator, InDesign, Xd, Dreamweaver, AfterEffects, Premiere, Animate, Sketch, Axure, Maya, Wordpress, Wix, Squarespace

OFFICE: Constant Contact, JIRA, Filemaker Pro, Word, Excel, PowerPoint, SharePoint, Outlook, Access, Peachtree, Quick Books, Social Media

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA
Los Angeles, CA

BA: Communication / Minor: Design