MICHAEL MCCRARY *Graphic Designer*

Passionate creative seeking dynamic relationship with fellow digital innovators.
Social media aficionado, typophile, adventurer, and design professional.
Firm believer that a well-crafted message *can change the world.*

EXPERIENCE

Razorfish, *Associate Designer*

Work as part of a dynamic team to help implement strategic digital media and design solutions for global brands. Prepare files for client presentation based on feedback from art and creative directors. Develop assets essential to innovative digital projects.
April 2012 - Present

Independent Graphic Designer

Design strategic visual solutions for PR firms, non-profits, food trailers, and startups. Transform client's basic goals into successful campaigns that utilize digital and real world platforms. Provide professional advice and quality final deliverables with thorough follow-up maintenance resulting in satisfied clients and word of mouth new business.
January 2009 - Present

Harris Media LLC, *Senior Designer*

Developed creative online campaign media to aid in digital growth for notable gubernatorial and senatorial races nationwide. Created contemporary visual style guides, web layouts and site grids for corporate and political clients. The strategies increased click-through rates, followers, and email sign-ups. This in turn helped raise over $2 million for our clients.
July 2010 - August 2011

Home Slice Pizza, *In-House Designer*

Collaborated with owners of Home Slice to maintain brand, collateral, and digital assets. Redesigned web blog for enhanced online interaction. Created illustrated wine guide to educate employees of wine knowledge. Planned and executed PR photo shoots. Edited web and in-house media to adapt to the quick pace of the successful restaurant.
March 2009 - June 2010

The Screamer Company, *Intern*

Aided in the development of projects and day-to-day maintenance of the office for the award-winning advertising agency. Maintained website. Photographed work. Typeset documents. Packaged and prepared projects for final production.
January 2009 - May 2009

QUALIFICATIONS

Expert in Adobe Creative Suite

Illustrator, InDesign, and Photoshop, with proficiency in Dreamweaver, Flash, and After Effects for Mac and PC platforms.

Versatile skill set in the visual arts

Hand and computer illustration, web layout and prototype design, typography and typesetting, digital photography, screen printing.

Development of social media assets

Blog creation and design, Facebook, Flickr, Twitter and Wordpress management.

EDUCATION

St. Edward's University, Austin, Texas

Bachelor of Arts in Graphic Design, minor in English Writing
Magna Cum Laude, *May 2009*

PRESS

Logo for *Austin Daily Press* featured on Food Network show *The Great Food Truck Race.*

Facebook Game developed for gubernatorial candidate Jim Keet featured on CNN.com

Guest critic for CNN article *Political Logos Define Campaigns.*

Artwork sold to Robert Plant of acclaimed rock band *Led Zeppelin*.

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