

MICHAEL WATERFIELD

graphic designer | production designer | printer



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QUALIFICATION PROFILE:

A graphic designer with extensive years of work in art production, printing and packaging fields. Dynamic team member with excellent communication and management skills in the creative process. Ability to build and establish client/vendor relations for long term success. Utilize my vast resources and knowledge base to obtain high quality results that meet and exceed project deadlines.

CREATIVE EXPERTISE:

design - print - photography - web & multimedia:

brand identity, logo design, business cards, brochures, flyers, posters, banners, ads, mailings, photo retouching, website design, and video editing

TECHNICAL PROFICIENCY:

Mac & PC OS

Adobe Creative Suite - Illustrator, Indesign, Photoshop & Acrobat

Microsoft - Word, PowerPoint & Excel

EDUCATIONAL BACKGROUND:

Bachelor of Arts in Graphic Design, Minor in Art History, 1992

Indiana University, Bloomington, Indiana

PROFESSIONAL EXPERIENCE:

Great Impressions - 2018 - 2020 (Milwaukee)

Production Manager /Graphic Designer/Printer

Coordinate, design and manage jobs from intake to production.

Managed all equipment and supplies to maintain productivity for daily activity.

Lead a team of talented employees to aid customer and vendor relations.

Increased overall new and existing business for future growth.

Milwaukee Printing Press (MPP) - 2015 - 2018 (Milwaukee)

Graphic Designer/Production Artist/Printer

Designed graphic projects from concept through production

Communicate with clients and vendors to meet requirements and deadlines

Assist in all strategic, financial, quote/estimates and daily operations

Provide feedback and quality control for all jobs



U S Chemical/Diversey/Sealed Air - 2005 - 2015 (Watertown, WI)

Senior Graphic Designer

Successfully created product logos and marketing material for new product lines

Designed labels, packaging and printing material for all existing and new product lines

Helped marketing department to produce and distribute materials for clients and sales

Branding and literature for: microTECH, Minimax, Surety, Indulgence, Lin N' Logic

Designed website and marketing material for Beta Technology

Develop and maintain relationships with sales team, customers, vendors and distributors

McDill Design - 1995 - 2005 (Milwaukee, WI)

Graphic Designer/Production Artist and IT Administrator

Created logo designs, brochures, illustrations, package design for Miller Brewing Co.

Point of purchase materials: brochures, print ads, promotional items, posters and billboards

Managed and troubleshooted computers, network, printers, and internet

Created car design for Miller Lite race car (2002 Indianapolis 500)

MCP Co. - 1993 - 1995 (Milwaukee, WI)

Production Artist/Prepress Technician

Helped prepress department with design and output for film and plate work

Transferred and manipulated electronic files on SCITEX workstation for customer approval

Managed computers and equipment