



Michael K. Pritchard
Long Beach, California

pritchard.design84@gmail.com
714.454.9464

Portfolio:
brandsbymike.com

[linkedin.com/in/mike-pritchard-design](https://www.linkedin.com/in/mike-pritchard-design)

* References available upon request

Education

California State University Long Beach

Bachelor of Fine Arts in Visual
Communications: Graphic Design
2006–2010

Associate of Arts

Associate of Arts in Liberal Arts with a
Graphic Design Focus
2002–2005

Strengths

- Branding & Identity
- Print & Digital Media
- Typography & Layout Design
- Presentation Design
- Web Design
- Digital Marketing
- Content Creation
- Project Management
- Effective Communication
- Team Leadership & Mentoring

Skills

Graphic Design

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Adobe XD / Figma

Web Design

- WordPress (Elementor, WP Bakery, Salient)
- HTML & CSS Basics
- User Interface / User Experience Design

Other Proficiencies

- Microsoft Office (PowerPoint, Word, Excel, Teams)
- Google Workspace (Slides, Sheets, Docs, Meet)
- Content Management Systems (ClickFunnels, GetResponse, Constant Contact, MailChimp)

Summary

Creative and results-driven Graphic Designer with over 12 years of professional experience in creating compelling visual content. Proven expertise in leading design projects from concept to completion, mentoring design teams, and developing innovative solutions to enhance brand identity. Proficient in a wide range of design software and tools, with strong project management and communication skills. Adept at working in fast-paced environments, delivering high-quality work under tight deadlines.

Professional Experience

Green Zebra Technologies

Creative Director / Graphic Designer
January 2022 – October 2023

- Brand Design and Development: Led rebranding, logo design, brand guidelines, and website development, ensuring cohesive brand identity.
- Enterprise WiFi Marketing Platform: Managed UI/UX design and website development for partnerships with major venues like the Texas Rangers and Kansas City Royals.
- Advertising Campaigns: Collaborated on content strategy, designed creative assets, and optimized ad performance through data-driven metrics.

The Home Depot

Pack Out Associate
April 2020 – January 2022

- Managed inventory and order fulfillment, maintained quality standards, operated warehouse equipment, and provided excellent customer service.
- Participated in training, reported discrepancies, and maintained accurate inventory records.

Innovation Protocol

Design Director / Senior Designer / Junior Designer
March 2010 – October 2019

- Brand Identity Development: Spearheaded visual system development, corporate identity packages, and logo design, ensuring dynamic brand storytelling through innovative designs and animations.
- Creative Team Leadership: Managed and mentored a team of designers, fostering creativity and maintaining high creative standards, resulting in consistently high client satisfaction.
- Comprehensive Project Management: Oversaw website design and marketing assets, effectively engaging with clients and upper management to ensure project success.

FedEx

Material Handler
July 2003 – July 2010

- Efficient Package Handling: Unloaded, sorted, and loaded shipments, ensuring timely processing and delivery while maintaining high quality standards.
- Team Collaboration and Equipment Operation: Conducted inventory management and operated warehouse equipment, contributing to a positive work environment and meeting daily operational goals.