

# Michael Beaudry

Senior Graphic Designer

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www.linkedin.com/in/michaelpbeaudry



- **Built brand for an e-commerce startup** which is now worth over \$30 million
- **Designed and art-directed graphics** for trade shows within quarter million dollar budget
- **Lead art direction** for SenTiva® anti-seizure device used by 10,000+ people
- **Created branding** for dozens of companies in diverse industries
- **Built website** for scientific organization with over 200,000 annual users

## EXPERIENCE

### Web Designer

*Universities Space Research Association, Houston, TX | 01/2020 – Present*

- Web design and front-end development, UX/UI, email design, and branding.
- Completely redesigned and rebuilt massive website and meeting portal in responsive framework.
- Supports and enhances brand guidelines while ensuring their consistency across site.

### Senior Graphic Designer

*LivaNova, Houston, TX | 10/2015 – 10/2019*

- Management, art direction, brand development, graphic and web design, video, and trade show displays. Lead global brand expression, produced deliverables across multiple channels, and created visually compelling designs that captivated audiences, and conveyed complex ideas beautifully.
- Oversaw design of all creative assets. Managed creative team and processes, created brand identity and ensured its seamless application across all marketing, sales, and communication channels.
- Demonstrated project management skills, flexibility, and ability to work on multiple projects in parallel while producing high-quality deliverables under tight timelines.
- Used innovative techniques to guide individual contributors to maintain adherence to expected timelines, achieve goals, and support their professional development.
- Engaged with marketing, product management, and other key stakeholders to set project goals and deadlines for deliverables that supported promotional efforts and advanced the brand.
- Effectively translated complex topics into infographics, illustrations, and iconography for application across various platforms and customer touchpoints to support the organization.
- Redesigned corporate website, worked on app, built landing pages and digital sales collateral.
- Designed and transferred press-ready files to outside agencies, managed color calibration and proofing specifications, while troubleshooting production problems and finding printing solutions.

### Multimedia Designer (Visual Designer)

*Novatex Solutions, Sugar Land, TX | 01/2012 – 10/2015*

- Web design and front-end development, logo and identity design, UX/UI, video, print media, and illustration that created branded experiences that resonate in the market.
- Combined technical proficiency in Adobe Creative Cloud with artistic sensibility to develop logos, brand guidelines, and websites for a wide range of companies.
- Collaborated with developers and strategists to enhance sites and solve design challenges.

### **Multimedia Designer (Visual Designer)**

*Channel Dynamix, Houston, TX | 02/2011 – 01/2012*

- Branding, web design and development, promotional video storyboarding, animation and motion design using Adobe After Effects.
- Used design tools including Adobe Photoshop and Illustrator to conceptualize, execute, and iterate on compositions and layouts.

### **Multimedia Designer (Visual Designer)**

*Kaplan Eduneering, Houston, TX | 06/2009 – 08/2010*

- User experience and interactive design for educational courses, web design and markup, visual theme development, image editing.
- Implemented strong interpretation of design principles including color theory, layout, and typography to build beautiful user interfaces.

## **EDUCATION**

*University of Houston | 2009*

Bachelor of Fine Arts (BFA) degree in Graphic Communication.

## **SKILLS**

Graphic and web design, Branding and logo development, User-interface design, UX/UI, Adobe CC (Photoshop, Illustrator, InDesign, After Effects, XD, Media Encoder, Acrobat), Responsive and mobile-friendly front-end development, HTML5, CSS3, Javascript/jQuery, Bootstrap, Sublime Text, CMS, Google Docs, MailChimp, Microsoft Office Suite, Powerpoint, Keynote, Word, Excel, Jira, Asana, Basecamp, Zoom, Video creation and editing, Motion graphics, Mac/PC, Photography, Illustration.

## **PROFESSIONAL REFERENCES**

### **Heidi Lavelle**

- Social Media Specialist, NASA
- 415-407-0652
- heidi.m.lavelle@nasa.gov

### **Lori Muecke**

- Senior Marketing Manager, LivaNova
- 281-884-2508
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### **Jeff Mason**

- Owner, Novatex Solutions
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### **Derya Savaser**

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