

MIKE ROYER - GRAPHIC DESIGNER

Email: mikeroyerdesign@gmail.com

Portfolio: mikeroyerdesign.com/graphics

Relevant Skills Summary:

- Graphic Design Professional with 10+ years professional experience with impressive tenure, currently working at The Walt Disney Company as a Digital Designer
- Currently designing cutting-edge creative assets to support digital advertising, social media accounts, sweepstakes, landing pages, website conversion pages, promotional materials, key art, and live events & conventions
- Experience working with eCommerce, digital & print assets, style guides, and iconic brands & characters
- Relevant Technical Skills include:
 - Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Flash, Adobe Animate, Figma, UI/UX Design, Web Design, Icon Design, Typography, Layout, HTML, CSS, Print Design, Color Theory, Writing, Project Management, Social Media Marketing, Podcasting, Illustration, Sketching, Storyboarding, Animatics, Animated GIFs, Photo Compositing, Sketch, Dropbox, Google Docs, Keynote

Professional Experience:

The Walt Disney Company - Glendale, CA

04/2022 - PRESENT

Digital Designer for D23: *The Official Disney Fan Club*

- Design digital web banners, landing pages, article images, icons and buttons for D23.com for improved user experience and membership conversion
- Create print collateral including posters, flyers, backdrops, step and repeats, photo-booth props, collectables, and memorabilia to surprise and delight our D23 members
- Polish product photography and renderings for Ecommerce and social promotion
- Navigate intellectual property and copyright for well known brands, characters, and media properties
- Create engaging designs to promote D23 events, sweepstakes, articles, membership perks and more

KCRW (LA's #1 Public Radio Station) - Santa Monica, CA

06/2015 - 04/2022

Graphic Designer

- Design cutting-edge creative assets to support podcasts, live streams, events, newsletters, and social media accounts with compelling typography and clean design
- Develop wireframes, mockups, and prototypes for high click-through websites with clear UI/UX and effective CTAs
- Design eye-catching banners with high conversion rates to promote new shows, podcasts, events, pledge drives, and live music performances
- Design and illustrate exciting artwork for branded merchandise including shirts, jackets, mugs, totes, hats, pins, and collectibles
- Manage WooCommerce E-Commerce store with connection to Salesforce database for membership acquisition
- Communicate with teams and project managers to review project requirements, KPIs, and due dates

InterMedia Advertising - Woodland Hills, CA

03/2021 - 03/2022

Storyboard Artist

- Collaborate with Director on storytelling direction, effective staging, character expression, and expected level of polish
- Pitch thumbnails, follow instructions, and implement notes from creative supervisors
- Utilize Adobe Photoshop and Toon Boom Storyboard Pro to export storyboard files
- Draw storyboards with Wacom Cintiq and digital drawing tablets

ImForza (Internet Marketing Agency) - El Segundo, CA

06/2011 - 05/2015

Lead Designer

- Design and develop custom Wordpress templates utilizing HTML, CSS, PHP, and Javascript in accordance with best web practices
- Update, manage, and backup Wordpress installs and plugins with WP Engine
- Manage multiple projects and timelines with Basecamp, Slack, Jira, Asana and track website files with Github and FTP tools
- Design compelling and clear infographics by organizing, parsing, and translating data and statistics
- Create consistent brand identity and visual language for clients across social media accounts, newsletters, logos, and print materials

Purdue University - West Lafayette, IN

08/2009 - 05/2011

Webmaster

- Develop custom content management system for user activity tracking using PHP and SQL database for Admissions department
- Manage Division of Financial Aid website for clean semantic HTML markup and CSS
- Design eye-catching event flyers and posters with engaging and dynamic designs

Education:

Purdue University - West Lafayette, IN (January 2007 - May 2011)

Bachelor of Science in Computer Graphics Technology

- Minor in Art & Design

Burbank Animation Academy - Burbank, CA (May 2016 - November 2016)

- Character Design I, Character Design II, Visual Development

The American Animation Institute - Burbank, CA (August 2016 - May 2020)

- Storyboarding Masterclass, Perspective Drawing, Gesture Drawing, Traditional Animation, Fundamental Figure Drawing, Drawing for Film & Animation, Composition for Animation & Film