

# Wade Michalski

## CODE SAVVY DESIGNER



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← portfolio

### Work History

#### FuboTV & Fubo Gaming / Digital Designer

OCT 2021 - PRESENT / CHICAGO, IL

Worked remotely with creative directors, art directors, copywriters and fellow designers to produce on brand, concise creative across print and digital mediums.

Collaborated cross-functionally on both the TV and Sportsbook teams to conceptualize, design, and produce powerful visual narratives, brand packages and key art that achieved strategic marketing goals.

Played a key role in building and evolving the Fubo Sportsbook brand as well as a library of templates, imagery, graphic assets and processes used to complete creative work.

Learned and leveraged the knowledge gained from A/B testing creative and certain elements within creative such as CTA's or different imagery.

Utilized design knowledge and principals to give feedback to peers and ensure a consistent, coherent brand image to users.

Lead the design of the Fubo Sportsbook emails and worked closely with the CRM team to target and achieve marketing, retention and launch goals.

#### Binny's Beverage Depot / Graphic Designer

OCT 2018 - OCT 2021 / CHICAGO, IL

Collaborated with category managers to compile and design unique advertisements for print and digital mediums in varying aesthetics that stick to the same visual style.

Used email marketing software, Dreamweaver and Illustrator to design, test and send tailored emails to targeted audiences. Collected data on these emails that helped optimize conversion rates and bought value to users.

Handled multiple creative requests simultaneously from our 46 retail locations, social channels, website, podcast and events.

Lead projects through the entire design process from creative direction to production in a fast-paced environment. I would also conduct critiques of my work and fellow designer's work to optimize creative.

#### 801 Custom Threads / Manager & Designer

JAN 2018 - OCT 2018 / WAUSAU, WI

801 Custom Threads is a t-shirt printing, embroidery, and graphic design agency that I played a pivotal role in launching and building. In 7 months, I took the start-up from zero clients to over 60, and took the business from an investment to a profitable company. I also managed & mentored a small team of employees while working here.

#### A2Z Design / Graphic Designer

APR 2017 - OCT 2017 / APPLETON, WI

A2Z Design is a boutique design agency specializing in branding, advertising, editorial and environmental design. While at A2Z, I handled multiple clients and worked alongside a team with over 100 years of combined experience.

### Education

#### MSU, Mankato / Graphic Design

2012 - 2016 / B.F.A, EMPHASIS IN TYPOGRAPHY

Achieved honors while in design program  
Many advanced design & typography courses

#### MIT / Full Stack Dev

2021 - 2022 / PRO CERTIFICATE IN CODING

Full stack development with MERN  
32 week certificate program  
Front end, back end & web development

### Skills

#### Software

Adobe Creative Suite • Figma  
Microsoft Office Suite • Sketch  
Abstract • Email Marketing  
E-commerce • Website Management  
Postman • Docker • AdobeXD  
InVision • Asana • Wrike  
Google Suite • Dropbox • Magento  
Critical Impact • Slack • Zoom

#### Design

Marketing • Web • UX/UI  
Print • Social Media • Email  
Environmental • Branding  
Layout • Copy • Creative Direction  
Website Builders • Prototyping

#### Development

HTML • CSS • JavaScript  
React.js • JSX • MongoDB  
GraphQL • Node.js  
Bootstrap • Swift