

MIKE TROWBRIDGE

Art Director / Sr. Graphic Designer



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Snapshot

I'm an adventurer. Not only do I love exploring the earth, but I thrive by tracking down the most current advertising & design trends.

I'm a Swiss Army Knife, who isn't afraid of grinding things out in the trenches, as well as overseeing projects from concept to finish.

Collaborative experience with all levels of designers and copywriters, as well as autonomous design.

Experience with photo and video shoots, directing, capturing, retouching & producing.

Direct client interaction experience with the ability to build relationships and understand client vision.

Assessing challenges and creating solutions since 2011.

Prioritize, organize and manage workload efficiently.

Positivity, inspiration and light over ego.

Education

Bachelor of Science
Mass Communication, Emphasis in New Media
Arts Technology Certificate
Arts Technology Minor
University of Utah
2008-2011

Awards

Davey Awards 2019-2026 (20)

2016 Los Angeles ADDY Awards (2)

The One Club Creative Showcase Awards 2013, 2015 (2)

Experience

Sr. Graphic Designer

Big Machine Label Group 2019-2026

Position duties include album branding, style guides, cover artwork, social media design, event branding/design, logo design & artist development. Also includes print ads, web ads/ebcasts.

Freelance Graphic Design:

Cavaletti Vineyards & Sandahl Cellars 2016-Present

I developed the branding of 2 small-batch, hand-crafted wineries, projects include logo design, branding & packaging.

FOX Broadcasting 2016-2017

Special Events Team: Duties included Press Kit design, party branding/signage, packaging, Super Bowl 2017 After-Party branding & Logo design.

Art Director:

ETA Agency 2013-2016

Responsibilities included creating brand standards, creative decks, campaign concepts and ensuring brand integrity across all platforms. Projects ranged from traditional print to online and social media. Clients include: NBCUniversal, City of Long Beach, Long Beach Water Department.

Graphic Designer:

Prosportslook.com 2011-2012

Asset management and organization of photographs and design files. I retouched amateur sports photography to create custom professional posters that used graphics and typography to transform athletes into all-stars.

Skills

- Adobe CC
- Photo Retouching
- Logo Design
- Illustration
- Video Production
- Animation
- Vinyl Cutting & Application
- Screen Printing