

# MIKE TROWBRIDGE

## Art Director / 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.

7+ years of assessing challenges and creating solutions.

Prioritize, organize and manage workload efficiently.

Positivity, inspiration and light > ego.

### Awards

#### 2016 Los Angeles ADDY Awards (2)

Integrated Branded Content Campaign  
& Public Service Integrated Campaign:  
Long Beach Water Department: Mission H2OLB.

#### The One Club Creative Showcase 2015

Fully Integrated Campaign: The Little Mayan/Hotel Maya. Creative, design and copy.

#### The One Club Creative Showcase 2013

Fully Integrated Campaign: The Stolen Collection/  
Newport Beach Police Department. Creative, design and copy.

### Education

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



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### Experience

#### Freelance Graphic Design:

##### Cavaletti Vineyards 2016-Present

I developed the branding of a small-batch, hand-crafted vineyard, 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.

#### Graphic Design Intern

##### PoleVault Media 2011

Projects included client interaction and varied from animation, illustration, logo design, photo manipulation, print design and video production at a small energetic web design company.

### Skills

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