

Michael Purcell

Creative leader with expertise in graphic design, project management, typography, and concept development. Skilled in providing strategic leadership of short- and long-term goals by developing and maintaining a consistent and strong visual brand across a wide range of market channels. Adept at creating strategic, conceptual, and original designs based on brand standards while driving success and promoting positive visual brand experiences. Recognized as a highly organized and self-directed team player with strong attention to detail.

Professional Experience

Portfolio

purcelldesigns.net

Contact

michael@
purcelldesigns.net

801.856.7656

Education

B.F.A.
in Graphic Design,
Savannah College
of Art and Design

Sift | Senior Graphic Designer

11/2020 - 10/2022

- Supported the successful execution of a brand refresh project, designing an updated logo and website to optimize customer experience; maintained updated knowledge of creative marketing trends and best practices.
- Played a key role in concepting and developing brand materials for use across all touch points of the brand while collaborating with the content team to create print and digital assets.
- Influential in guiding creative processes with cross-functional team members while participating in strategic brainstorming sessions, campaign development, and creative execution.

TaskEasy | Senior Graphic Designer

03/2018 - 09/2020

- Facilitated the development of creative designs from concept to production for the largest lawn care automation company in the United States; oversaw all design operations for projects.
- Delivered cross-functional art direction and support to all teams, creating and distributing on-brand marketing and communication materials to optimize storytelling through captivating and beautiful designs.
- Created, designed, and developed new business templates to drive process improvement and standardize brand guidelines to maintain consistency across all touch points.

ExpertVoice | Senior Graphic Designer

01/2011 - 03/2018

- Championed digital design and branding, including overseeing the full rebranding process to build and maintain a world-class brand; created luxury branding and marketing materials for advertising, marketing, and member acquisition.
- Deployed a creative eye to blend photography, imagery, charts, text, and media elements in alignment with project and brand standards; led project management to balance priorities to achieve project deadlines and commitments.
- Instrumental in producing original, creative, and effective visual assets while fostering a creative environment conducive to creative development and quality control.

Marker LTD | Graphic Designer

06/2004 - 04/2009

- Delivered art and creative direction across design processes, leading the development of 5 clothing catalogs and media kits to be used by representatives and retailers worldwide.
- Key role in guiding the company through a complete rebranding, including overseeing logo design for all clothing and merchandise; created all designed materials for advertising, hang tags, visual merchandisers, and POP displays.