

Michael Mardell

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michaelmardell.com

Multidimensional designer and experienced collaborator. Industry experience with an aptitude for trends, goal-oriented growth, communication, and agile development solutions.

Skills

- Adobe CS, Illustrator, InDesign, Photoshop, Branding, Illustration, Typography, Layout, Marketing
- HTML5, CSS, JavaScript, PHP, Git, MongoDB, Express, React, Node, CMS/WordPress, GitHub

Experience

CANADA | 2011 - 2021

Design Professional · Freelance

Various projects including but not limited to brand identities, website development and CMS management, print and digital advertising, marketing, and content creation.

PENTICTON, BC | 2003 - 2009

Manager · Freeride Boardshop

Management with a focus on sales. Collaborated on successful startup to multiple location expansion strategy. Lead design initiative and produced all marketing material as well as all shop clothing and hardgoods/accessories.

Education

COMPLETED 2021

Web Developer Certificate · SAIT

Web Development skills focusing on MERN stack and front-end/back-end fundamentals.

COMPLETED 2010

Graphic Design Diploma · Art Institute of Vancouver

Design skills specializing in Adobe CS, concept development, drawing, typesetting and photography.

Projects

- RipCurl Canada – Advertising, Print Marketing. Seasonal calendar and magazine ad production.
- Donnelly Group – Advertising/Print Marketing. Various pubs in-house promotion materials.
- Loose Moose Pub – Brand Identity/Print Design. Logo, promotional material, and menu creation.
- Freeride Boardshop – Design Lead. Clothing, accessories, hardgoods, and digital/print marketing.
- Somewon Collective – Collaboration. Website, clothing, and advertising.