

MICHAEL DEMPSEY

MIKE.DEMPSEY1212@GMAIL.COM

EDUCATION

ART INSTITUTE OF MICHIGAN 1/2011 - 7/2013

Associates of Applied Science in Graphic Design

EXPERIENCE

THRU HIKER 4/2014 - 9/2014

APPALACHIAN TRAIL

Months of preparation, planning, saving, and sacrifice to fulfill the long-awaited goal of hiking the entire 2,185 miles of the Appalachian Trail. From Springer Mt. Georgia to Mt. Katahdin Maine I experienced challenges unlike anything I've previously encountered, learning to push myself past what I thought were my limits. An extremely rewarding and humbling experience.

WEB CONTENT ASSISTANT 2/2015 - 7/2016

MOOSEJAW MOUNTAINEERING

Assisted the design team with web and print ads. Developed marketing campaign concepts. Wrote email marketing copy. Created and improved upon the process for applying attribute data to product styles. Monitored all product attribute data for accuracy and consistency.

GRAPHIC DESIGNER 7/2016 - PRESENT

MOOSEJAW MOUNTAINEERING

Conceptualizing, designing, and executing graphics for print and web media including direct mail, retail signage, tee graphics, email, and web graphics. Reviewing, preparing and uploading files for printed media. Collaborating weekly with the creative team to develop promotional campaigns. Directing the photographers during custom promo shoots and assisting the marketing team with all department-related functions.

SKILLS/PROFICIENCIES

Affinity to learn new software and design techniques, copy writing and proofing, logo design and branding, project management, adaptability, intuitiveness, and conceptualizing promotional campaigns. Proficient in Photoshop, Illustrator, InDesign, Excel, basic HTML understanding, and knowledgeable in most of the Adobe CC suite programs.