

# MICHEAL LOVETT

art direction/ design

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## Experience

### ALLEN HALL ADVERTISING

*Director of Design*

*May 2021-Present*

- Clients:** UO Women's Basketball & Center for Latino/a and Latin American Studies
- Mentored junior designers to develop skills, collaborate with teammates, and communicate with clients.
  - Lead 70 person team along with director team on multiple client accounts.
  - Coordinated with faculty advisor and Director team about internal affairs

*Designer*

*September 2020- May 2021*

- Worked with Art Directors to establish style guide (including colors, typography and brand guidelines) and create creative direction for 20/21 campaign.
- Created designs, concepts, and sample layouts based on strategy brief and client ask.
- Determined size and arrangement of illustrative material and copy, and select style and size of type.
- Confer with clients to review project material and make changes when needed.

### FLUX MAGAZINE

*Web Designer*

*November 2020-June 2021*

- Brainstormed social media plans and integration with the web.
- Communicated with digital staff and design staff to ensure we followed brand guidelines.
- Create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.
- Research new software or design concepts.
- Design, build, or maintain web sites, using content creation tools, management tools, and digital media.

### UNIVERSITY OF OREGON EMU

*Building Services Crew*

*April 2021-present*

- Perform or assist with cleaning duties as necessary.
- Investigate complaints about service and equipment, and take corrective action.
- Establish and enforce operating procedures and work standards that will ensure adequate performance and personnel safety.
- Met with supervisors to coordinate work activities with those

## Skills

Branding  
Deck Design  
Web Design  
Basic HTML/CSS  
Creative Strategy

## Software

Photoshop  
Webflow  
InDesign  
Illustrator  
Adobe XD  
Squarespace  
Google suite  
Slack  
Figma

## Education

**University of Oregon**

JUNE 2022

B.S Advertising, Minor in Sports  
Business & Music. GPA; 3.91

## Bonus

Cat dad  
Soccer fan  
Mechanical keyboard nerd  
Builder  
Star Wars Lego fanatic