

MICHAEL LLUVERA

SENIOR GRAPHIC DESIGNER

EXPERIENCE

Open Network Exchange | Scottsdale, AZ

Graphic Designer May 2025 - Present

- Creates marketing & promotional material, brand identities, websites, and prototypes for our partners.
- Conceptualized and executed the design of a **280-page book** that will be used for the promotion of worldwide travel destinations and experiences.

Better Business Bureau | Phoenix, AZ

Creative Services Coordinator Dec 2022 - Aug 2024

- Improved brand consistency by ensuring **100% of projects** met BBB guidelines through project reviews and production planning.
- Created the brand, social and print marketing assets, and day of signage for the BBB Spring Market, including a marketing mailer sent to over **600+ residential and business locations** that brought over **700+ attendees**.
- Developed a comprehensive branding strategy for scholarship programs that awarded **\$69,077 to 43 students in 2023**.

Sr. Creative Services Specialist Jan 2022 - Dec 2022

- Managed website updates across **5 platforms** while delegating and prioritizing design tasks for a **team of 4**, ensuring alignment with brand and campaign objectives.
- Conceptualized and oversaw the creation of consistent messages and visuals for our **6 signature events**, ensuring that we had a unified look and that assets were delivered to vendors on time.
- Renovated the campus by **designing and installing 20+ vinyls** in the Business and Community Center.

Creative Services Specialist Mar 2016 - Jan 2022

- Completed an average of **20 creative requests** a month, consisting of marketing materials for signature events, scholarships, community programs, and brand awareness initiatives.
- Took the lead in designing BBB's Annual Review publication that was mailed to **20,000+ Accredited Businesses** in our service area every year.
- Assisted with motion graphics and animations for Torch Awards events, highlighting **45 businesses** in our service area every year.

Target Market Media Publications | Phoenix, AZ

Graphic Designer Jul 2015 - Mar 2016

- Designed magazines and ads featuring lawyers and other executives across the United States.
- Retouched and edited cover and feature images.

Advanced Business Professionals | Glendale, AZ

Graphic Designer May 2014 - Jul 2015

- Created marketing material, including flyers, advertisements, brochures, and web banners for various organizations.

PROFESSIONAL SUMMARY

Creative design leader with 10 years of experience conceptualizing and executing brand-forward, integrated marketing campaigns across print, digital, web, and environmental channels. Proven ability to lead projects from conception through production, collaborate with team members and stakeholders, and maintain consistent brand standards across large-scale, multi-channel initiatives.

SOFTWARE

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Figma
- Google Workspace (Docs, Sheets, Slides)
- Microsoft Office Suite (PowerPoint, Word, Excel)
- AI-Enhanced Creative Tools (Midjourney & Adobe Firefly)
- Project Management Tools (Asana, Notion)

CORE SKILLS

- Brand & Identity Development
- Print & Digital Production (Press-Ready)
- Typography & Layout Design
- Digital Imaging and Photo Retouching
- Project & Deadline Management
- Marketing Campaign Execution
- Web & UI/UX Design (Web Best Practices)
- Motion Graphic & Animation Design

ORGANIZATIONS

Member of AIGA (American Institute of Graphic Arts)

EDUCATION

Glendale Community College
Coursework in Digital Media Arts -
Graphic Design

References available upon request.