

MICHAEL LLUVERA

GRAPHIC DESIGNER & CREATIVE SERVICES LEAD

📍 Phoenix, AZ

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EXPERIENCE

Open Network Exchange | Scottsdale, AZ

Graphic Designer May 2025 - Present

- Design marketplace prototypes as well as digital and print marketing materials used across internal and external campaigns.
- Led layout, production, and visual storytelling for a **280-page publication** promoting global travel destinations.

Better Business Bureau | Phoenix, AZ

Creative Services Coordinator Dec 2022 - Aug 2024

- Managed creative intake, prioritization, brand review, and production planning for an in-house nonprofit creative team, aligning leadership requests, campaign timelines, vendor deadlines, and brand standards.
- Led creative development for the BBB Spring Market, including brand identity, marketing assets, and on-site signage; supported a direct-mail campaign sent to **600+ households and businesses** that contributed to **700+ event attendees**.
- Designed integrated creative assets across print, digital, and web platforms for scholarship programs, supporting the award of **\$69,077 to 43 students**.

Sr. Creative Services Specialist Jan 2022 - Dec 2022

- Directed design execution for the creative team while managing website updates across **five platforms**, ensuring alignment with brand standards, campaign goals, and delivery timelines.
- Led creative direction for **six annual, organization-wide signature events**, establishing unified visual systems across print, digital, and environmental touchpoints.
- Oversaw the design and installation of **20+ large-format vinyl graphics** for the Business and Community Center renovation.

Creative Services Specialist Mar 2016 - Jan 2022

- Delivered an average of **20 creative projects per month**, including marketing materials for signature events, scholarships, community programs, and brand awareness initiatives.
- Took creative ownership of BBB's Annual Report publication, mailed annually to **20,000+ accredited businesses**.
- Assisted with the design of motion graphics and animations for the Torch Awards events, highlighting **45 businesses** each year.

Target Market Media Publications | Phoenix, AZ

Graphic Designer Jul 2015 - Mar 2016

- Designed magazine layouts and advertisements for publications featuring lawyers and executives across the United States.

Advanced Business Professionals | Glendale, AZ

Graphic Designer May 2014 - Jul 2015

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

PROFESSIONAL SUMMARY

I'm a designer with over 10 years of experience delivering visually compelling and audience-centered creative deliverables across digital, print, and web platforms. I have 8 years of proven success contributing to and leading an in-house creative team for a nonprofit organization. I'm experienced with executing high-quality creative deliverables while maintaining brand consistency across campaigns. I'm a strong collaborator with marketing, leadership, and cross-functional stakeholders.

CORE SKILLS

- Print Design & Production
- Brand Design & Development
- Infographic Design
- Presentation Design
- Digital and Social Media Design
- Web & UI/UX Design
- Accessibility-Conscious Design
- Digital Asset Management
- Creative & Art Direction
- Project Management
- Motion & Animation Design
- Video Editing

SOFTWARE

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

ORGANIZATIONS

Member of AIGA (American Institute of Graphic Arts)

EDUCATION

Glendale Community College
Coursework in Digital Media Arts - Graphic Design

References available upon request.