

# MICHAEL A. HOLIK

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## SUMMARY

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A highly creative, results-driven senior graphic designer, experienced in conceptual-thinking and developing compelling branded marketing and communications materials. Expertise in digital and print design, layout & production, branding, social media graphics, e-Learning template creation, web design, performance support training tools, consulting, and project management.

A collaborative team player, who works with cross-functional teams to develop new concepts and visual solutions. Efficient in managing other designers, resources & vendors, planning & setting deadlines and directing project flow – from concept to completion – within tight deadlines. Skilled in transforming complicated processes into simple concepts.

*Adobe CC Suite (Photoshop, Illustrator, InDesign, Acrobat and Dreamweaver),  
Microsoft Office Suite (PowerPoint, Word, Excel), Quark Xpress, Working knowledge of HTML and CSS.  
Branding, User Experience Design, Kibo Ecommerce Web Platform (Marketlive)*

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## EXPERIENCE

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### DESIGN TOSCANO

#### Marketing Ecommerce Digital Creative Designer

Elk Grove Village, Illinois

04/11/18-Present

Responsible for all digital graphic design of company website ([designtoscano.com](http://designtoscano.com)) and maintaining site branding standards throughout. Use Google Analytics and sales reports to choose feature products, create online graphics and write SEO copy.

- Within first four months, reengaged/rebuilt email and loyalty program through the use of innovative creative and leveraging tools within the Bronto (Oracle) email solutions system – including product datafeed, template creation, proper segmentation, automation and workflows (cart-recovery & welcome series).
  - Increased performance by 83 points (from -6% to +77%) year over year. This was worth more than \$300k of incremental revenue.
- Lead all creative and branding for [designtoscano.com](http://designtoscano.com) ecommerce website and customer emails
  - Redefined Design Toscano's online brand and visual presentation and created brand guide.
  - Improved User Experience and navigation of landing pages and presently redesigning the mobile UX.
  - Create website and social media graphics for weekly promotions and set page displays.
  - Manage *Conductor Digital Marketing Company* to improve site content and SEO. Manage *Yieldify* to improve ecommerce conversion.

### UNITED LABORATORIES, INC.

#### Creative Marketing Graphic Designer

St. Charles, Illinois

02/06/17-04/11/18

Designed, wrote and coordinated marketing and training materials for United's industrial cleaning products – online and in print. Materials included sales promotions, training & motivation, advertising, brochures, direct mail, sales events, and trade shows. Maintained corporate branding standards throughout all.

- Created dynamic sales fliers and customer videos – included product training, key information, tips and benefits. Used Mailchimp for marketing emails to support training.
  - Streamlined sales training process, eliminating 30% training time from previously used printed literature.
- Used creative copywriting and captivating graphics to design product sales brochures, literature and emails to grow new business segments.
- Managed vendors to secure highest quality products at the most reasonable price.

**McDONALD'S CORPORATION**  
**Graphic Designer**

Oak Brook, Illinois  
2007-2016

Designed, developed and delivered innovative training and performance solutions for crew-through-managers in 14,000+ restaurants domestically and internationally. Accountable for decision-making, prioritization of projects and the branding of all training materials.

- Created materials for all initiatives, including All-Day Breakfast, Create Your Taste, and Archways to Opportunity, resulting in total system savings of \$42,260 in external consulting fees.
- Collaborated with project manager to transform previously-printed, table-heavy "Pocket Quality Reference Guide" into dynamic and visual online reference tool running on InKling platform.
  - Reduced manager reference time by 75%.
  - Created 200 graphics for visual navigation.
- Served as project lead in developing new station guide strategy and working with vendor to create new fixtures to display modular graphics for all 14,000+ U.S. McDonald's restaurants, resulting in savings of \$2,608,320.00.
- Project-managed worldwide e-Learning template creation, used globally.
  - Planned and scheduled work with outside vendor.
  - Art-directed designs and contributed to graphics developed.
- Ensured branding consistency and standards for all U.S. restaurant training materials.

**FOLLETT HIGHER EDUCATION GROUP**  
**Senior Designer and Supervisor**

Oak Brook, Illinois  
2005-2007

Oversaw all aspects of graphics area, including supervising and managing marketing graphic assistant. Maintained store signage and branding standards. Conceptualized and produced innovative marketing materials for various media, including consumer print, e-Learning, signage, newspaper ads, billboards, and trade shows.

- Produced over 200 newspaper ads and catalog sheets for school bookstore merchandise.
- Coordinated new release of Harry Potter book with Scholastic book publisher, ensuring all brand standards were met.

**ACE HARDWARE CORPORATION**  
**Senior Print and Web Designer**

Oak Brook, Illinois  
1996-2005

Headed all creative design for acehardware.com website. Designed promotional print materials for merchandising, communications, paint, new business, marketing and advertising departments. Served as supervisor and art director of artists in creative projects and web designs.

- Developed the acehardware.com website, which created the business case for Ace to begin e-commerce and expand advertising online.
- Designed and laid out store sales circular fliers, ads and store signage.
- Assisted and art directed in-store video, featuring Lou Manfredini (WGN radio's Mr. Fix-It), and photo shoots.

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## EDUCATION

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LOYOLA UNIVERSITY OF CHICAGO, Chicago, Illinois  
**B.A., Studio Art; Minor: Communications Design, 1988**

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## PROFESSIONAL DEVELOPMENT

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- Call to Action Copywriting Course by Ramit Sethi, 2018
- iLife Coach Training Course, 2018
- Positive Psychology Course, Coursera.org, 2018
- Fast, Effective UI Design, CreativeLive, 2018
- The Secret Power of Brands *Massive Open Online Course (MOOC)*, 2016
- Infographics MOOC, 2016
- Crucial Conversations, 2016
- Project Management, 2016
- Presentation Skills - Hamburger University, 2016

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## AWARDS

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Member of the McDonald's Learning & Development Team that won numerous industry awards including being recognized by *Chief Learning Officer* magazine as a *Learning Elite Organization*, ranked #2.

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## INTERESTS

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I am someone who is consistently growing themselves and who takes the time to continue learning, even though it is not a direct requirement of a job.

- Published a book on Amazon called "[Make Time to Change – Your Guide to Figuring Out a New Change, Passion or Life's Purpose](#)"
- Write blogs: [MakeTimeToChange.com](#) & [FunFitTeam.com](#)
- Design logos, web graphics and book illustrations
- Learn as much as possible on SEO, UX design, and copywriting
- Ride my Harley Sportster
- Run 5K's