

# MICHAEL A. HOLIK

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## SUMMARY

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A highly creative and results-driven senior graphic designer, experienced in creating compelling branded marketing and communications materials. Expertise in print design, layout & production, branding, digital media, 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 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  
Branding and User Experience Design; Working knowledge of HTML*

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## EXPERIENCE

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### **UNITED LABORATORIES, INC.** **Creative Marketing Graphic Designer**

St. Charles, Illinois  
02/06/17-PRESENT

Work with Marketing Manager to design, write and coordinate marketing and training materials for United's products online and in print. Includes all business lines, sales promotions, motivation, training, advertising, brochures, creative writing, art design, direct mailing, sales events, and trade shows.

- Create dynamic sales fliers and customer videos, including training, product information, key tips and benefits.
  - Streamlined sales training process, saving 30% training time from previously used word-heavy literature.
- Write and design captivating product sales brochures, catalog sheets and sales literature for web and print.
  - Lay out and create a wide variety of compelling graphics, copy-write and edit photographs
- Work with 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 that all brand standards were met.

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

Oak Brook, Illinois

1996-2005

Headed all creative design for consumer 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 website that created business case to justify moving Ace to go e-commerce and advertise online.
- Designed online graphics and website banner ads.
- Assisted and art directed in-store video 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, 2017

iLife Coach Training Course, 2017 • Positive Psychology Course, Coursera.org, 2017

Fast, Effective UI Design, CreativeLive, 2016

The Secret Power of Brands Massive Open Online Course (MOOC), 2014

Infographics MOOC, 2014

Harnessing the Power of Your Multi-Generational Workforce Workshop, 2014

Crucial Conversations, 2013

Project Management, 2012

Presentation Skills - Hamburger University, 2011 • 2020 Workforce Workshop, 2011

Illinois Institute of Technology Summer Camp - Chicago, 2010

Advanced Web Design - College of DuPage, 2006

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**AWARDS**


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

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**INTERESTS**


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- Writing blogs – [MakeTimeToChange.com](http://MakeTimeToChange.com) & [FunFitTeam.com](http://FunFitTeam.com)
- Designing logos and book graphics
- Writing book on how busy people can make positive changes
- Reading self-improvement books
- Riding my Harley Sportster
- Running 5K's