

My name is Michael Arroyo and I am a designer and developer based in Southern California. I specialize in branding, design and development for digital and print media. My approach is built on sound, strategic concepts and intuition with well-implemented solutions.

Experience

2010 - 2016

Mustang Marketing | www.mustangmktg.com

Creative Director, Web Specialist and Developer, Graphic Designer and Freelancer

Over the last six years, my responsibilities have included graphic design, code development, creative leadership, team and resource management, presentations, and building proposals for many clients and industries. I have overseen and participated in projects from start to finish requiring senior-level web development, company branding, digital media and print marketing. I have personally built IT solutions, website infrastructures and brand development tools. Additionally, I have designed websites, collateral materials, trade-show elements, email newsletters, social media campaigns, infographics and corporate identity assets. I have also helped employee growth, training and company culture development.

2007 - 2010

Zephyr Sports

Graphic Designer, Senior Web Developer

From graphic designer to senior web developer, I was responsible for all creative materials, product design, e-commerce development, newsletter marketing and content integration.

References available upon request

Software Skills

Mac and Windows Proficient

Photoshop	Illustrator
InDesign	After Effects
Office Suite	HTML/HTML5
CSS/CSS3	JavaScript
PHP	CMS Platforms

Accomplished in the entire Adobe creative suite, mobile-first design and development, SQL databases, analytics, SEO, web servers and email marketing.

Education

May, 2008

California State University Channel Islands

Bachelor of Arts - Studio Art

May, 2006

Ventura College

Associate of Arts - Liberal Studies