

Michael McAleer

DESIGN + DESIGN THINKING
GAINESVILLE, FL

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EDUCATION

UNIVERSITY OF FLORIDA
Bachelor of Fine Arts
Graphic Design
Summer 2016

SKILLS

Identity and branding, design thinking, communication, typography, copywriting, illustration, web design, custom type design, hand-lettering, photography, html/css

TECHNICAL

Adobe Illustrator, Photoshop, InDesign, Muse, Microsoft Office, Mac and PC environments

LEADERSHIP

LIGATURE BUILD-OUT | VOX GRAPHIS
Responsible for gallery construction and staging of 24th annual design symposium featuring a gallery of student work juried by visiting designers

WORKSHOP CHAIR | VOX GRAPHIS
Coordinated workshops for audiences of 30-50 graphic design students to demonstrate tools, techniques, and design methods

AFFILIATIONS

AIGA GAINESVILLE
Founding and sustaining member since 2016

AIGA JACKSONVILLE
Contributing member since 2014

VOX GRAPHIS DESIGN SOCIETY
Officer, member since 2014

IDEO JUMPSTART PROGRAM
Participant Spring 2014

WORK EXPERIENCE

SENIOR DESIGNER | UF COMMUNICATIONS — *current*

Serving as the University of Florida's chief visual brand ambassador, as well as designing and triage in a fast-paced environment with a high degree of responsibility. Projects include creation of university logos, overseeing UF brand standards, and designing on-brand for myriad materials and audiences: printed periodicals, websites, presentations, signage, wayfinding, and promotional materials distributed nationwide.

CREATIVE DIRECTOR | UF SCHOOL OF ART + ART HISTORY — *Summer 2016*

Conducted research and overhauled the school's messaging to face prospective students. Created promotional materials including printed book, event posters and templates, email templates, stationery, swag, and gallery books for visiting exhibits.

GRAPHIC DESIGN INTERN | UF SA+AH ADVISING — *Spring 2016*

Created visual identity to better align the school's advising office with current and prospective students, while maintaining overall sense of professionalism. Applied identity to a painted wall mural, signage, academic forms, and recruitment materials.

SALES MANAGER | BIKES & MORE *Gainesville, FL — current*

The latest in a twenty-year history of industry experience. Duties include customer interaction, social media coordination, ordering and managing inventory, training employees, and conceptualizing and executing high-end custom bike build projects.

SELECT FREELANCE + VOLUNTEER

UNSHAME *Gainesville, FL — 2015/2016 (Volunteer)*

Coordinated research, focus groups, and design thinking strategies to distill disparate promotional materials into a cohesive non-profit identity, applied to create a focused awareness campaign to be distributed nationwide.

GRAVELCYCLIST.COM *Gainesville, FL — 2014*

Created identity and logo mark for a popular cycling blog, and extended identity across several social media, as well as to clothing and collaterals for race team operating worldwide.

EXHIBITIONS

LIGATURE 25 | UFGD symposium and juried show *Gainesville, FL — 2016*

AIGA FLUX | Nationwide winner, *Identity* category *Frederick, MD — 2016*

GALLERY PROTOCOL | Threadpit juried exhibit *Gainesville, FL — 2015*

FOCUS GALLERY | UFGD student showcase *Gainesville, FL — 2015*

UNIVERSITY GALLERY | Juried Student Show *Gainesville, FL — 2015*

LIGATURE 24 | UFGD symposium & juried show *Gainesville, FL — 2015*

CIVIC MEDIA CENTER | One-week installation *Gainesville, FL — 2014*

SWEETWATER PRINT CO-OP | City-wide show *Gainesville, FL — 2013*

SANTA FE GALLERY | Juried student show *Gainesville, FL — 2013*