

# Michael McAleer

DESIGN + DESIGN THINKING + ILLUSTRATION  
GAINESVILLE, FL

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## EDUCATION

UNIVERSITY OF FLORIDA  
BFA Graphic Design  
Summer 2016

## SKILLS

Identity and branding, design thinking,  
typography, copy writing, illustration, web  
design, type design, hand-lettering,  
pixel-perfect and print-ready

## TECHNICAL

Illustrator, Photoshop, InDesign, Spark,  
Terminal 4, Wordpress, MailChimp,  
Google Analytics, Keynote, PowerPoint,  
InVision, Microsoft Office

## LEADERSHIP

LIGATURE BUILD-OUT | VOX GRAPHIS  
2015 – Responsible for gallery construction  
and staging of 24th annual design symposium  
featuring an exhibition of juried work

WORKSHOP CHAIR | VOX GRAPHIS  
2016 – Coordinated workshops for large  
groups of design students to demonstrate  
tools, techniques, and design methods

## AFFILIATIONS

AIGA GAINESVILLE  
Founding and sustaining member since 2016

AIGA JACKSONVILLE  
Contributing member 2014–2016

VOX GRAPHIC DESIGN SOCIETY  
Officer and member 2014–2016

IDEO JUMPSTART PROGRAM  
Participant Spring 2014

## WORK EXPERIENCE

### SENIOR DESIGNER | UF COMMUNICATIONS — 2016 TO PRESENT

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 — 2010 TO 2018

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