

MICHAEL J. WANDLING

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HI, I'M MIKE. I'M OBSESSED WITH TYPE. ADDICTED TO LEARNING EVERYTHING I CAN. A PIXEL PERFECTIONIST. AND ONCE IN A WHILE, I'LL TELL A GOOD JOKE.

EXPERIENCE

General Nutrition Centers, Inc

Pittsburgh, PA
2012 - PRESENT
Online Digital Designer

- Develops concepts and creative for all digital assets including emails, display banners, landing pages, social media assets, and various projects for GNC.com
- Collaborates with a multidisciplinary team to ensure timely and accurate design and production of all digital assets promoting and/or appearing on GNC.com
- Responsible for creating fast and accurate designs for a wide variety of marketing materials that promote, support and build the GNC brand
- Understands creative and development limitations for each digital platform
- Develops and updates code within CMS tool to enhance user experience on all devices
- Communicates with Spanish and French translators for multilingual emails

Freelancer

2009 -PRESENT
Designer and Photographer

- Provide customers with print + web design and photography requests
- Collaborate with clients to reach perfect final vision
- Effectively manage time and budget to hit deadlines

Huffington Post

huffingtonpost.com/tv/
2011 - 2012
Digital Designer

- Created animated .gif content, infographics, and images to facilitate articles
- Worked closely with editors to create current and fun content

EDUCATION

State University of New York at New Paltz

BFA Graphic Design
Class of 2012

SKILLS+PROGRAMS

Web and Print Design
HTML5 / CSS3
Digital and Film Photography
Digital Videography
Social media savvy
Detail-oriented, organized and excels at achieving set goals

Adobe Creative Cloud Suite
(Ps, Id, Ai, Dw & Fl + Lightroom)
Microsoft Office Suite
Mac and Windows OS
GSI Commerce CMS
Wordpress
YesMail Interactive UI

ACTIVITIES

An Event Apart

San Diego, CA, 2014
Web Design Conference attendee

AIGA

Member, 2011
New York City student group

WGN America

2011
30 Rock Superfan
promotional work

Graphic Design Student Group

2010 - 2012
SUNY New Paltz