



Michael Lozano

Web & Graphic Designer

Enthusiastic, creative and hard-working professional with over 19 years experience in all areas of graphic and web design. Thrive on team collaboration to meet the needs of company's best practices to attain client needs. Seeking a rewarding position where my experience and the culture of your company can merge together and become a driving force.

Related Experience

WinStar World Casino & Resort - Aug. 2017 - Present

Digital Designer / WordPress Web Administrator

- Keep content up to date on the WinStar web site using the WordPress platform
- Design Ads for Entertainment and Casino promotions for NBC, CBS, ABC, ESPN
- Collaborate with various teams and design content for new casino promotions
- Design custom email blasts

Creative Circle / Sally Beauty (temp contract) - Feb. 2017 - August 2017

Graphic Design

- Design custom email blasts for various markets
- Design static and animated ads for social media and for various web channels
- Collaborate with copy writers, developers and project managers to meet deadlines
- Fulfillment of assets using all Adobe CC and Apple Keynote

User Experience

- Wire framing and testing Sally Beauty brand page for both desktop and mobile
- Collaborate with the team and design the buying process of products online

The Crouch Group - Jul. 2009 - Feb. 2017

Graphic Design

- Design custom web sites for the Genesis Wordpress platform
- Design email blasts and landing pages with lead capture strategies in mind
- Developed and designed numerous marketing programs including logos, brochures, social media, email blasts, banner ads, Google AdWords and Google Re-marketing
- **Designed for all forms of print:** stationary, catalogs, mailers, promo pieces, political advertising, billboards and all forms of print advertising, and presentation design

Agency & Client Support


- Coaching our business development manager on industry trends and changes
- Seasoned in developing and conducting multimedia presentations for training and sales
- Accompanied sales team members to give support in consulting clients on marketing trends on online marketing
- Collaborate well with others, but possess the initiative and professionalism to work independently

Ellipse Inc. - Aug. 2006 – Jul. 2009

Graphic Design

- Design custom web sites for the multi-housing industry
- Photography for client property and used the assets for website and print
- Face to face consultation with clients to develop a plan to meet client goals
- Designed and branded new leasing software for the company

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Professional Skills

Graphic Design

Web Design

Wire-framing

Visual Mock Ups

Email Blast Creation

Landing Page Optimization

Banner Ad Design

Preflight Best Practices for Print

End-to-end Video Production

Motion Graphics

HTML & CSS

Social Media Design & Marketing

Professional Tools

Adobe Creative Cloud 2018

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat X Pro
- Adobe Premiere
- Adobe After Effects
- Adobe Dreamweaver
- Adobe XD

Apple Products

- Final Cut Pro X
- Apple Keynote

OmniGraffle

Sketch

Microsoft Office