

MICAH FITZGERALD

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GRAPHIC DESIGNER

Fusing established brand aesthetics with fresh creativity to deliver impactful designs across diverse mediums.

Revitalizing visual experiences with an unwavering passion for detail and innovation. Featured hands-on experience in both print mediums—crafting captivating posters and publications—and digital realms, creating dynamic online prototypes in Adobe XD, and showcasing coding prowess with HTML, CSS, and JavaScript. Embracing feedback as a catalyst for creative growth, valuing collaborative exchange, and infusing an original perspective into the design process.

- ◆ Adobe Creative Suite Mastery
- ◆ Strategic Visual Branding
- ◆ Data-Driven Design Excellence
- ◆ Precision in Print Production
- ◆ Cutting-Edge Responsive Design
- ◆ Typography and Layout Innovation

EDUCATION

Bachelor of Fine Arts — Graphic Design — Virginia Commonwealth University (VCU) — Richmond, VA | 05/2022

- ◆ *Summa Cum Laude Recipient*: Ranking in the top 10% of the graduating class with a 3.992 GPA.
- ◆ *Certificate in Product Innovation*: 18-credit program emphasizing human-centered design, ideation, prototyping, and product development.

PROFESSIONAL HIGHLIGHTS

Summer Program & Exhibition Intern

Glen Echo Park Partnership for Arts and Culture — Glen Echo, MD | 05/2023 to 10/2023

- ◆ Chosen to lead the design of all promotional materials, establishing a captivating visual identity across a variety of projects, including posters, social media graphics, postcards, and an artist statement book.
- ◆ Orchestrated a flawless execution of a Labor Day Art Show, unifying 300+ artists' exhibits with dynamic visual identities.
- ◆ Transformed visuals for 12 event exhibitions, amplifying appeal and aligning seamlessly with diverse gallery themes.
- ◆ Requested an internship extension to refine design efficiency by streamlining Canva templates for upcoming exhibitions.

Design Sub

Marlin Design, LLC — Falls Church, VA | 01/2023 to 02/2023

- ◆ Thrived in a short-term role, delivering efficient and flexible design solutions, earning recognition for uninterrupted integration into diverse projects.
- ◆ Embraced an established design style, assimilating into the workflows of a consulting team engaged in versatile projects.
- ◆ Demonstrated design adaptability by adjusting to evolving copy and feedback, resulting in efficient turnaround times.
- ◆ Modernized typography, crafted impactful visuals, and transformed the visual identity of a public policy consulting firm.

Content Creator

VCU Recreation & Well-Being — Richmond, VA | 08/2021 to 07/2022

Engaged in multifaceted design disciplines—illustration, copywriting, photography, and file management—with a standout achievement in leading a significant rebranding initiative.

- ◆ Initiated the post-merger transition to an illustration-centric content style, assuming the primary illustrator role.
- ◆ Developed a distinctive illustration workflow and style, while merging branding elements, showcasing an innovative graphic design approach.
- ◆ Elevated the online brand presence through the strategic design of compelling graphics, persuasive copywriting, and the orchestration of a dynamic social media calendar across Instagram, Facebook, and Twitter.

VOLUNTEER WORK

Poster Designer

Acting For Young People (AFYP) — Fairfax, VA | 04/2024 to 06/2024

- ◆ Designed eye-catching posters of casts to support fundraising efforts for AFYP's youth acting programs.