



GRAPHIC + DIGITAL DESIGNER

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- Member, Design Professionals of Canada

EDUCATION

- **Certificate of Graphic + Digital Design | 2024**
InFocus Film School | Vancouver | BC | Canada
- **Bachelor of Accounting Science | 2000**
University of SA | Pretoria | South Africa

SKILLS

- Brand + visual identity
- Copywriting
- Creative graphic + digital design
- HTML + CSS coding basics
- Marketing, ads + social media
- Public speaking
- Responsive web design

SOFTWARE

- ADOBE
 - » Acrobat
 - » Illustrator
 - » InDesign
 - » Photoshop
 - » XD
- WEB
 - » Brackets
 - » Elementor
 - » Wordpress
 - » Mailchimp
- SOCIAL MEDIA
 - » Sprout
 - » Loomly
 - » Hootsuite

HONORS

Honorable Mention

Graphis New Talent, 2024

Logo design recognized among entries from design students around the world by a panel of 14 industry professionals.

WEB,
DESIGN +
MARKETING
EXPERIENCE

BUSINESS,
CONSULTING +
ACCOUNTING
EXPERIENCE

Managing Director of Operations | Bread Milk Honey Cafe + Commercial Property | 01–23

- Created social media creative content and managed postings with Hootsuite.
- Designed updated logo and branded collateral such as gift cards and rotating vinyl signage.
- Maintained the website and its marketing function linked to social media campaigns.
- Created advertising campaigns for Google, Facebook, Instagram and newspaper.
- Developed and implemented print design marketing such as posters and brochures.
- Directed daily operations and developed all areas of the cafe and commercial property.
- Identified process and cost improvement opportunities, launching new services.
- Hired, trained and supervised all staff with a very high retention rate.
- Developed training and safety systems that were audited for both the cafe and building.
- Completed all the accounting for the organization and financial analysis.

Organizational Development Consultant Contract | Linden + Arc Functional Medical Clinic | 21–22

- Conceptualized the visual elements of the website and the marketing analytics goals.
- Developed the social media strategy template for future implementation.
- Developed innovative branded presentations of the consultation audit.
- Liaised with the marketing agency with regards to all online and hard-copy collateral.
- Conducted assessment of organizational processes to raise operating profitability.
- Audited leadership, management and performance of the team.
- Presented audit report to the CEO and recommended precise improvements.
- Developed a model for operating medical clinic in a legal and profitable future.

Managing Director of Operations | Modern Aesthetics Medical Grade Aesthetics Clinic | 19–22

- Developed branding collateral such as a logo, business card and marketing flyers.
- Directed the construction of the website from a creative and user perspective.
- Developed and wrote weekly newsletter with distribution through Mailchimp.
- Managed social media postings through Loomly and Sprout.
- Built e-commerce stores with plugins to the website and an Instagram product store.
- Executed strategic business plans and dependent daily operations to meet KPIs.
- Built relationships with suppliers and focused on cost improvement opportunities.
- Hired, trained and supervised both professional medical and administrative staff. Monitored rapid growth and medical compliance of this new business.
- Completed all accounting for the organization and financial analysis.

FEATURED PROJECT #1 Visual identity | Running Remote

- Redesigned logo of an existing conference. Created a hypothetical theme and key visual for their event.
- Key visual is the basis for an integrated campaign: homepage for the event's website, pole banners, attendee and speaker badges, and multiple items of swag.
- Overall identity was formalized in a style guide.

FEATURED PROJECT #2 Closed gate brochure | Greece

- Created a travel brochure with a distinct typographic treatment on the cover. For stylistic unity, a motif using colors from a strict color palette was applied and photos were retouched to look uniform.
- Use of the double gate fold format offers readers a tactile, 3D user experience.
- Selected by peers as among the best brochures in class following a popular vote