



# Michael Bloodworth

Graphic Designer

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## EXPERIENCE

Aug. 2022 – Present

### Graphic Designer & Video Editor

Kimberly-Clark Corporation

- Created design assets for Global Business Services Communications Hub, including slidedecks, infographics, social media, video templates, collateral, and motion graphics, for internal use across for an international organization with more than 40,000 employees.
- Ensured compliance with design standards, corporate policies, and style guides.
- Developed motion graphics, animations, and videos to communicate concepts visually and secure resources for transformation projects from stakeholders and executives.
- Assisted in update of Global Business Services intranet, improving brand consistency and internal communications through User Experience design principles.

May 2022 – Present

### Freelance Designer

The Syndicate, West & Willow, Harold Home

- Created motion graphics, animations, and video enhancements to convey client story, increasing media engagement by up to 55%.
- Collaborated across 6 departments, including: digital, public relations, and grassroots marketing to ensure brand consistency.
- Shaped and strategized long-term email marketing campaigns and visual identities.
- Implemented data-driven solutions, analyzing consumer trends and iterating within design deliverables.

Jan. 2022 – May 2022

### Design Intern

The Syndicate

- Assisted team in entertainment marketing and design creation, developing multi-media digital design assets for over 20 clients.
- Brainstormed design solutions for client branding, paid media, and organic social media, creating variable digital marketing solutions.
- Designed marketing resources including social media posts, flyers, banner ads, and emails with a focus on layout and design.

Aug. 2021 – May 2022

### Adobe Creative Suite Tutor

University of Tennessee College of Architecture & Design

- Diagnosed issues and educated students utilizing Adobe Creative Cloud applications, including Photoshop, Illustrator, InDesign, Premiere, and AfterEffects.

May 2021 – Oct. 2021

### Digital Brand Intern

MURAL

- Devised promotional media for leading digital collaboration SaaS company, designing use-case templates and infographics.
- Conceptualized and produced promotional fliers, stickers, and digital content for use in marketing efforts by ambassador program.

## EDUCATION

### Bachelor of Fine Arts (BFA) in Graphic Design

The University of Tennessee-Knoxville  
GPA 4.0

## AWARDS

### American Graphic Design Award

GDUSA, Designing for Good  
Oct. 2022

### Juror's Award

Ewing Gallery, Design Competition  
May 2021

### Kimberly D. Illes Award

Graphic Design Excellence  
Sept. 2020, Sept. 2021

## HARD SKILLS

Graphic design, Illustration, Animation, Motion design, Video editing, Photo editing, User experience (UX)/ User interface (UI) design, Branding, Advertising, Marketing, Template creation, Social media, Print, Digital, Typography

## SOFT SKILLS

Collaborative, Problem-solving, Professional, Integrity, Passionate, Storytelling, Communication, Teamwork, Creativity, Dependability, Adaptability, Self-directive, Attention to detail, Growth mindset

## TECHNOLOGY & SOFTWARE

Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe InDesign, Adobe AfterEffects, Adobe Lightroom, Adobe Audition, Acrobat, Adobe XD), ClickUp, Figma, Procreate, Miro, MURAL, Mac OS, Windows 10, Slack, Asana, Apple Keynote, Microsoft Suite (PowerPoint, Word, Excel), Social Media (Instagram, Facebook, Twitter, Snapchat, TikTok, Reels)