

MICHAEL STERLING

SENIOR GRAPHIC & VISUAL DESIGNER – BRAND | RETOUCH | WEB

Remote Contract • United States

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SUMMARY

Senior Graphic & Visual Designer with 20+ years of experience delivering brand, digital, web, and print solutions for media, education, and small business clients. Known for independent ownership of projects, fast turnaround, and production-ready execution in remote, deadline-driven environments.

CORE SKILLS

Design & Brand: Branding, Advertising, Layout, Typography, Visual Systems, Print & Digital Design
Web & Platforms: WordPress, HTML, CSS, JavaScript, Shopify, Elementor Tools & Production: Adobe Illustrator, Photoshop, InDesign, Microsoft Word, PowerPoint, Prepress, Asset Management.

EXPERIENCE

Stu News Online Publications — *Webmaster & Designer (2006–Present)*

Sole webmaster and designer for a network of online community news publications producing new editions twice weekly. Manage and maintain WordPress platforms for Stu News Laguna, Stu News Newport, and Stu News Costa Mesa. Design and produce display advertising across a wide range of formats, sizes, and business categories. Post, format, and publish all editorial content. Coordinate advertisement placement based on sales schedules. Supported brand expansion through the successful launch of a third publication.

Rock 'N Learn — *Senior Designer (2009–2018)*

Led graphic design and production for educational products distributed nationally. Designed multilingual product packaging, marketing collateral, and trade show displays. Modernized the company website and migrated it to a customized Shopify storefront. Designed and coded a children's educational iOS application using HTML, CSS, and JavaScript.

Merit Creative - Marketing Solutions — *Senior Designer (2007–2009)*

Delivered branding, advertising, and marketing design for a diverse client base while managing multiple concurrent projects.

Los Angeles Times / Daily Pilot — *Graphic Designer (2002–2004)*

Produced high-volume display advertising for print publications. Helped launch the organization's internet graphics division and created its first official advertising media kit.

Michael Sterling Design — *Owner / Lead Designer (2004–Present)*

Independent design practice providing branding, advertising, web, and production design services for a wide range of clients.

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