

Michael Pfeffer

Graphic Designer | Graphic Artist | Illustrator

Durham, NC | michaelpfeffer@gmail.com | 919-599-8264

Graphic Design Portfolio: <https://mikep.work/graphic-design>

Illustration Portfolio: <http://mikep.work> | LinkedIn: <https://www.linkedin.com/in/michaelpfeffer1>

PROFESSIONAL SUMMARY

Graphic Artist, Graphic Designer, and Illustrator with 7+ years of professional experience creating original illustrations, bold graphics, branded artwork, and production-ready assets for print and digital use. Skilled in Adobe Illustrator and Photoshop, with experience developing product label artwork, promotional graphics, visual concepts, and illustrations from initial idea through final production. Strong understanding of typography, color, composition, and visual storytelling, with experience using AI-assisted tools for ideation and creative workflows. Detail-oriented, adaptable, and comfortable balancing multiple projects, feedback, and deadlines.

CORE SKILLS

- **Graphic Design:** Original Artwork, Illustration, Visual Concept Development, Typography, Color, Composition, Visual Storytelling
- **Product & Brand Design:** Product Label Artwork, Branding, Promotional Graphics, Custom Artwork, Merchandise Concepts
- **Digital Design:** Social Media Graphics, E-commerce Assets, Web Graphics, Marketing Materials
- **Production:** Print-Ready Artwork, File Preparation, Vector and Raster Graphics, Quality Control, Production Specifications
- **Workflow:** AI-Assisted Ideation, Creative Problem-Solving, Design Revisions, Asset Organization, Project Coordination, Deadline Management

PROFESSIONAL EXPERIENCE

Freelance Illustrator, Graphic Designer, and eCommerce Manager

OG Media LLC — The Triangle Area, NC | Hybrid

April 2025–Present

- Create original illustrations, branded graphics, and a range of visual elements to strengthen the podcast experience.
- Design product label artwork, including the OG Lite and OG Lime beer labels, balancing typography, color, illustration, and composition to give each concept its own identity.
- Develop promotional graphics and digital assets for web, social media, and marketing use.
- Prepare and refine artwork for different applications while maintaining visual consistency and responding to feedback.
- Manage WordPress content and coordinate creative work to meet project needs and deadlines.

Graphic Designer

MVP Digital World — Remote

July 2025–December 2025

- Created graphics, illustrations, presentations, and branded visual materials for engineering and construction clients.
- Developed layouts and artwork for digital and print applications, adapting content to project requirements.
- Refined visual materials through feedback and revisions while maintaining accuracy, clarity, and brand consistency.
- Updated website content using WordPress and managed multiple assignments within project deadlines.

Graphic Artist

Measurement Incorporated — Durham, NC | On-site and Remote

June 2019–March 2025

- Created illustrations, diagrams, layouts, and graphics for standardized testing materials across math, English, social studies, and science.
- Produced color and black-and-white artwork using Adobe Illustrator, Photoshop, and InDesign.
- Prepared vector and raster assets in formats including SVG, EPS, and JPG, following established production specifications.
- Maintained visual accuracy, organized files, and delivered artwork for multiple projects under tight deadlines.

Volunteer Graphic Designer

Kids 4 Critters — Wake County, NC | Remote

February 2019–September 2019

- Designed a complete promotional coloring book, developing original illustrations and page layouts from concept through finished artwork.
- Created promotional graphics, social media assets, fundraising materials, and event communications.
- Maintained a consistent visual style across illustrations and supporting materials.

Graphic Designer

Signs Now Chapel Hill — Chapel Hill, NC | On-site

March 2019–June 2019

- Designed signage, banners, promotional materials, and event graphics for a variety of client needs.
- Prepared production-ready artwork and coordinated printing through final output.
- Incorporated client feedback and revisions while meeting project specifications and deadlines.

EDUCATION

North Carolina State University

Bachelor of Art and Design — Animation and New Media

SOFTWARE & TOOLS

- **Adobe Creative Cloud:** Illustrator, Photoshop, InDesign, Acrobat, After Effects, Premiere Pro
- **Design & Digital:** Canva, Figma (Basic), WordPress
- **Productivity:** Microsoft Office, SharePoint
- **Additional Skills:** AI-Assisted Design and Ideation, Creative Workflow Automation, Vector and Raster Artwork, Print and Digital Production