

MIKE STOCK

GRAPHIC DESIGNER

Versatile Graphic Designer with 5+ years of experience developing brand-aligned marketing materials and visual content across digital and print platforms. Skilled in brand development, visual storytelling, and cross-platform campaign execution. Proficient in Adobe Creative Suite, PowerPoint, and AI-enhanced tools, with a passion for design strategy, branding elements, and staying ahead of design trends. Adept at collaborating across creative services teams, editing and refining designs with precision, and adapting quickly in fast-paced environments.

WHY HIRE ME?

EXPERIENCE

Graphic Artist / AI-Enhanced Content Creator

Housing Authority of Baltimore City — Baltimore, MD — 2021-Present

Lead in-house designer driving creative direction and production of visual content across digital, print, and AI-enhanced platforms to support internal campaigns and brand initiatives.

- Utilize Adobe Creative Suite and AI tools to accelerate content production, reducing turnaround time by 30%.
- Design social media graphics, web assets, infographics, and OOH ads, increasing engagement by 25% across platforms.
- Create and refine branding elements, presentation decks, and branded content for campaigns and public outreach.
- Develop automated workflows for asset creation, decreasing manual design time by 35% per project.
- Collaborate cross-functionally with UX/UI, marketing, IT, and internal stakeholders, reducing revision cycles by 20%.
- Manage brand consistency across digital and print materials, including prepress and color-accurate outputs.
- Produce motion graphics and visual storytelling assets in After Effects, boosting video interaction rates by 50%.

Production Artist / Digital Imaging Specialist

Total Wine & More — Bethesda, MD — 2018-2021

Collaborated with creative and marketing teams to execute high-quality digital and print campaigns, ensuring brand consistency and visual impact across all media.

- Produced branded assets for Google Ads, Meta Ads, and digital campaigns, increasing click-through rates by 18%.
- Prepared print-ready artwork for promotional materials and signage, ensuring accurate color, resolution, and print compliance.
- Leveraged AI-powered editing and automation to cut image processing time by 40% while maintaining visual fidelity.
- Built animated graphics and social media visuals, driving a 35% boost in user engagement across key channels.
- Managed multiple projects while integrating AI tools into workflows, reducing repetitive tasks by 25% and improving scalability.
- Designed and developed HTML emails (Salesforce, Constant Contact), improving email engagement and campaign performance.

Desktop Publisher / Graphic Designer / AI Content Specialist

Synergy — Silver Spring, MD Remote Work Environment — 2012-2018

Led AI-integrated design projects across high-stakes campaigns in a remote, fast-paced agency setting, delivering branding solutions and marketing collateral under tight deadlines.

- Created branded slide decks, pitch visuals, and AI-generated ad content, improving proposal win rates by 15%.
- Designed infographics and marketing assets that elevated engagement metrics by 20% across client projects.
- Automated design workflows and adapted quickly to shifting project needs, reducing inefficiencies by 30%.
- Maintained brand cohesion across traditional and AI-generated materials, cutting revision requests by 25%.
- Deployed AI-based visual testing protocols to minimize design errors, reducing production issues by 30%.

Desktop Publisher / Graphic Designer

MacroSys — Arlington, VA Remote Work Environment — 2002-2011

Supported federal and corporate clients by producing high-volume branding materials, presentations, and marketing visuals using both traditional design and AI-powered workflows.

- Developed AI-enhanced presentation decks and infographics, improving clarity and visual engagement for proposals.
- Built custom automation workflows that increased content creation efficiency by 35%.
- Enhanced training documents and guides using AI layout tools, decreasing manual formatting by 20%.
- Applied understanding of typography, color theory, and layout design to enforce brand guidelines.
- Prepped AI-assisted assets for print and digital distribution, improving delivery speed by 25%.

CORE SKILLS & EXPERTISE

Graphic & Visual Design — Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Canva, Figma

Brand Development & Presentation Design — Brand Guidelines, PowerPoint, Google Slides, Infographics, Visual Storytelling

Marketing Materials & Campaign Execution — Social Media Graphics, Website Assets, Display Ads, Motion Graphics, Paid Media

AI-Powered Workflow & Content Automation — Firefly, AI-Enhanced Editing, Content Scaling, Workflow Optimization

Typography, Color, & Layout Expertise — Photoshop Retouching, Lightroom, Visual Hierarchy, Layout Design Principles

Collaboration & Workflow Management — Creative Services Coordination, Microsoft Teams, Outlook, SharePoint, Feedback

Web & UI/UX Design Fundamentals — WordPress, Figma, Responsive Design, Mobile Assets, User Experience Principles

CONTACT



443-871-3870



MikeStock2025@gmail.com



1821 Montevideo Rd.
Jessup, MD 20794

EDUCATION

University of Maryland

Bachelor's Degree in English & Literature

Anne Arundel
Community College

Associate's Degree in Visual Design

HOBBIES



Travel



Cycling



Kayak



Skiing



Music



Movies