

# MICHAEL ABBOTT

Graphic Designer

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## SKILLS

- Adobe Creative Suite
- Illustrator
- Photoshop
- InDesign
- After Effects
- Dreamweaver
- HTML
- CSS
- Adobe Dynamic Media Classic (Scene 7)
- Shapr3D
- DSLR Photography
- Photo retouching
- Excel

## EXPERIENCE

### - CUTTER & BUCK, Renton, WA 2017 - 2020

#### Digital Imaging Designer 1/2020 - 3/2020

- Post processing of various product photo assets from both in-house and contract photographers
- Assisted the Marketing Department with projects such as the creation of A+ product content for CBcorporate.com

#### Web Imaging and Digital Art Specialist 1/2018 - 1/2020

- Generated tens-of-thousands of e-commerce product images of officially licensed MLB, NCAA and NFL apparel for clients like Amazon, Barnes & Noble and Fanatics
- Designed event specific logos for various NCAA Championship (hot market) events
- Created mechanical vector art for eco-solvent heat transfer vinyl printing and cutting
- Coordinated with Sales Representatives, Account Executives, Logo Coordinators and clients to produce mockups and visual collateral for sales and order approvals

#### Logo Coordinator, Team Division 1/2017 - 1/2018

- The first 4-5 months of my time in this role was spent exclusively on a large NCAA licensing submission template and submission process redesign to meet updated IMG College Licensing UPI requirements
- Designed the submission form in Illustrator using nested symbols to auto-fill recurring data, allowing for optimal efficiency, and with minimal training, seamless manipulation by my peers
- Facilitated the development of embroidery or heat transfer designs for in-house and contract production. Licensed designs from the NCAA, MLB or NFL required additional steps to receive official approval before moving the order to production

## EXPERIENCE CONTINUED

### - STT SPORTS LETTERING CO., Seattle, WA 2007 - 2016

#### Lead Production Artist/ Graphic Designer 5/2011 - 12/2016

- Managed the production of "SubTwill", a large format dye-sublimated, laser-cut, appliqué product of my own design that was being sold to clients such as Arc'teryx, Eastbay Team Sales, the Seattle Seahawks and the Seattle Mariners
- This product was being produced and sold 6 months before the Seattle Seahawks unveiled their new Nike uniforms that featured dye-sublimated tackle twill numbers
- SubTwill numbers were used on the majority of Arena Football League team game uniforms during their 2016 switch to Under Armour jerseys
- Adobe Illustrator templates, action sets, and batch automation functions were used extensively in the print and cut workflow

#### Production Artist/ Graphic Designer 11/2007 - 5/2011

- Created designs for in-house production of embroidery and blade/ laser-plotter cut appliqué for garment and accessory embellishment
- Self-taught how to use a new advanced embroidery software program, Wilcom, and incorporated it into the production workflow
- Worked directly with clients to understand the needs of their project and collaborated with the production manager and production team to ensure the finished project met expectations and the delivery date

## EDUCATION

Washington State University, Bachelor of Fine Arts - BFA 2006

## SIDE PROJECT

#### EVince Apparel Co.

- Sole proprietorship, pro electric vehicle apparel company
- [www.EVinceApparel.com](http://www.EVinceApparel.com) - built on a pre-built responsive web framework that included HTML, CSS, and JavaScript files
- Social Media content produced with Adobe Creative Suite, including looping animated photos (cinemagraphs) created with Photoshop's video timeline, and or After Effects