

MICHAEL WILLIGROD



MIKEWILLIGROD.COM

310.707.3881

MWILLIGROD@COX.NET

EDUCATION

California Polytechnic State University, San Luis Obispo

Major: Bachelor of Science, Graphic Communication

Concentration: Web and Digital Media

Graduated: Summer 2017

Grade Point Average: 3.681, Cum Laude

Dean's List: Fall 2013, Winter 2014, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Winter 2016, Spring 2016, Fall 2016, Winter 2017, Spring 2017

GRAPHIC COMMUNICATION EXPERIENCE

Surf Prescriptions Surfboards, Web Designer

Huntington Beach, California | May 2016 - Present

Researched the target audience to create personas to guide my design

Created multiple versions, each with its own unique style that complemented the style of the brand

Hand coded the website using HTML, CSS, and Javascript

Update and maintain the website with fresh content

Cal Poly Print and Copy, Print Specialist

San Luis Obispo, California | October 2016 - June 2017

Maintained high quality, friendly customer service for students and clients

Performed complete printing, bindery, and finishing services

Used creative problem solving and knowledge of file types to help students make printable files

St. Peter's by the Sea, Graphic Designer

Rancho Palos Verdes, California | August 2015 - May 2016

Created a new identity for the youth group with the new pastor

Designed a logo, stickers, and T-shirts for the youth group

Still Frothy, Design Intern

Pismo Beach, California | April 2015 - August 2015

Designed posters and flyers for the non-profit surf company

Worked on creating logo designs that held true to the brand identity

Cal Poly Surf Team, Graphic Designer

California Polytechnic State University, San Luis Obispo | 2014 - 2015 Season

Worked with a client to create a branding identity for the Cal Poly Surf Team

Designed sweatshirt and T-shirt logo for team gear

WORK EXPERIENCE

Wavelines Surf Shop, Sales and Graphic Designer

Poway, California | February 2018 - Present

Design T-Shirt graphics and logos for surfboards to be sold in the shop

Provide friendly and helpful customer service, while maintaining a clean, organized store

Work the register and handle returns

Educate customers on the products

SKILLS

Ps

Ai

Id

Xd

X

HTML/
CSS



DRAWING



PHOTOGRAPHY