

# michael berkshire

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(904) 239-6326

## skills

- 4 years of graphic design experience.
- 5 years of professional photography experience.
- Proficiency in Adobe Creative Suite including InDesign, Illustrator, Photoshop and Premiere Pro.
- Hands-on experience in print production, logo design, video production and social media content.
- Adept in 3-D and 2-D animation and motion graphics.
- 2 years of experience as a diversity and inclusion training facilitator.

## education

### BASc in Digital Media

Florida State College at Jacksonville  
2020

### A.S. in Digital Media/Multimedia

Florida State College at Jacksonville  
2017

## certifications

### Digital Media/Multimedia Production

Florida State College at Jacksonville  
2017

### Graphic Design Production

Florida State College at Jacksonville  
2017

## exhibitions

**Through the Lens,**  
Group Exhibition  
Jacksonville Main Public Library  
Art Gallery  
Jacksonville, FL  
2018

**The Irrevocable Chain,**  
Solo Exhibition  
FSCJ Kent Campus Art Gallery  
Jacksonville, FL  
2017

## experience

### Graphic Designer

MAY 2019 – April 2020

TEDxFSCJ | Jacksonville, FL

- Created advertising campaigns for TEDxFSCJ fall and spring conferences.
- Collaborated with TEDxFSCJ production team developing TED talk themes, visual aesthetics, motion graphics, posters and design.

#### Achievements

- Designed TEDxFSCJ's Spring 2020 Conference theme and logo.
- Developed local style guide for TEDxFSCJ.

### Communications Coordinator

SEPTEMBER 2017 – APRIL 2019

Diversity & Social Change Department,  
Florida State College at Jacksonville | Jacksonville, FL

- Designed materials for the college's offices of Diversity & Social Change, Student Engagement and the Dean of Students.
- Pioneered the role of the Diversity & Social Change Department's Communications team by establishing procedures, guidelines, duties and incorporating it into the strategic plan of the department and college.
- Led the production, design, editing and distribution of the department's educational materials and promotional content for print, social media and web presence.
- Directed a team of 12 graphic design interns overseeing the creative direction, professional training and delegating design projects.
- Coordinated the marketing of the department's initiatives collegewide, serving as the department liaison between college administration and the Diversity & Social Change Department.

#### Achievements

- Improved the department's social media presence and strategy, organically growing engagement by over 118% in a 9-month period.
- Partnered with college affiliated institutions such as the National Association of Student Personnel Administrators and the Florida Association for Blacks in Higher Education designing collaborative promotional materials.

### Creative Marketing Intern

AUGUST 2016 – JANUARY 2017

Student Life Department,  
Florida State College at Jacksonville | Jacksonville, FL

- Designed multimedia promotional content for the department's collegewide programming and events.

#### Achievements

- Launched a campus-wide newsletter that focused on programming, leadership opportunities and highlighted student achievements.
- Headlined a gallery display showcasing a series of original photography-based portraits that included over 14 participants.

### Custom Portrait Photographer, Freelance

NOVEMBER 2014 – MARCH 2020

MEB Studios | Jacksonville, FL

- Operating a freelance custom photography business offering both studio and on-location photo sessions.
- Consulting with clients to provide custom photography services for individuals, couples, families, and professionals.
- Resolve service issues and ensure clients are attended to promptly.