

# Wade Pressel

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## Experience

### Mercury Studio

July 2015 – Current

#### *Senior Designer*

Working directly with clients as the primary designer for the company. Created designs ranging from simple WordPress sites to advanced Shopify stores to apps. Other tasks include reimagining website hierarchies to focus on client goals, creating marketing recommendations, project management and website development and maintenance.

### Brand Labs

January 2011 – June 2015

#### *Graphic Designer*

Designed eCommerce stores focusing on best practices & conversion optimization. Created blog, landing page & website content designs. Created, refined and implemented newsletter design, development and review process while also designing and building HTML newsletters.

### Lever

December 2009 – August 2010

#### *Graphic Designer*

Designed, prepped and sent to press printed items including business cards, postcards & brochures. Designed and implemented websites & email newsletters. Managed orders, client interactions & company marketing.

## Education

### International Academy of Design & Technology – Detroit

2006 - 2009

Bachelor's Degree – Graphic Design

3.89 GPA

## Skills

- Adobe Creative Suite
- Microsoft Office
- HTML/CSS
- WordPress
- Print Production
- UI Best Practices
- eCommerce Best Practices
- Project Management