# MIKE WATSON

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Multimedia Designer / Digital Marketing Specialist with 5+ years of experience developing integrated web, email, print, social media, video, and mobile app designs across in-house and agency environments. Experienced in collaborating with project managers, copywriters, sales, executive leadership, and internal stakeholders to translate brand systems into polished, production-ready creative across multiple channels.

**MIKE WATSON DESIGN · Denton, TX**
**Freelance Graphic Designer / Web Developer · March 2020 – present · 6 years 5 months**

- Designing websites, logos, marketing graphics for businesses in the Dallas / Fort Worth area
- Recent client projects: txmorristeam.com, lonestarblondie.com, luxuryhomestexas.com

**HIGGINBOTHAM INSURANCE AGENCY INC · Fort Worth, TX**
**Multimedia Designer / Digital Marketing Specialist · March 2022 – June 2025 · 3 years 4 months**

- Designed employee insurance plan flyers, benefit guide booklets, enrollment materials, large-scale print collateral, and executive-level PowerPoint decks (Adobe CC: Photoshop, InDesign, Illustrator)
- Played a key role during a rebrand, developed print and digital assets across multiple touchpoints
- Created integrated marketing content across email, web, print, social media, translating complex employee benefits plans into clear, polished, production-ready creative (Adobe CC, Canva, Figma)
- Collaborated with copywriters, creative directors, project managers, internal stakeholders, executive leadership, and sales managers through approval and revision cycles for design assets
- Produced motion graphics, edited testimonial videos, commercial spots, internal training videos, and animated social media assets (Adobe CC: Audition, After Effects, Premiere Pro)
- Built, maintained, and updated WordPress websites and landing pages using HTML, CSS, PHP, JavaScript, and plugins to support marketing, client communication, and internal operations
- Supported email marketing campaigns distributed to thousands of recipients, designing digital graphics, campaign assets, and branded layouts for client-facing and internal communications
- Built internal web-based tools, e.g. customer request forms, automated price quote generators, logo-branded flyer delivery tools, and infographic reporting assets for benefit guide analytics

**TCU – TEXAS CHRISTIAN UNIVERSITY · Fort Worth, TX**
**Graphic Designer (contract) · January 2021 – December 2021 · 1 year**

- Designed printed campus flyers, updated campus phone book directory (InDesign, Illustrator)

**SALLY BEAUTY HOLDINGS INC · Denton, TX**
**Graphic Designer (contract) · November 2019 – October 2020 · 1 year**

- Designed in-store display graphics, photo editing, digital asset management (InDesign, Photoshop)

## Education

**UNIVERSITY OF NORTH TEXAS · Denton, TX**
**Bachelor's Degree – Graduated May 2018**

- College of Visual Arts and Design – Interdisciplinary Art and Design Studies / Marketing

## Additional Experience

**CLUSO INVESTIGATION · Southlake, TX**
**Order Entry Specialist / Investigative Operations Support · April 2026 – present · 4 months**

- Efficiently processing confidential background checks with a high degree of accuracy
- Reviewing case submissions for missing information and supporting documents for investigations
- Supporting licensed private investigators, researchers, and verification specialists by preparing case files, updating investigative databases, emailing clients, and documenting order status
- Maintaining detailed internal case notes, searching candidate databases, and coordinating workflow hand-offs with private investigators to prevent delays and unnecessary research costs
- Collaborating remotely with investigative operations teams to maintain contractual turnaround times, accurate recordkeeping, quality standards, policy compliance, and consistent case handling
- Refining internal training documentation to improve process clarity to support future onboarding
- Maintaining confidentiality and strict compliance protocols while processing sensitive information

**ACTIVE GEAR SHOP · Denton, TX**
**E-Commerce Business Owner · March 2020 – present · 6 years 3 months**

- 2,850+ sales, shipping orders on time, copywriting, managing product listings, customer service
- Designing original t-shirt graphics for online sales, product listing graphics (Photoshop, Illustrator)

**THE CROUCH GROUP · Denton, TX**
**Web Developer / Graphic Designer · May 2019 – November 2019 · 7 months**

- Built small business websites: triconconstruction.net, campbellfamilylaw.com (WordPress)
- SEO-optimized digital ad campaigns, graphics, social media content (Google Business, Semrush)

**TAGG TEAM SPORTS & MORE · Haslet, TX**
**Graphic Designer · March 2019 – May 2019 · 3 months**

- Designed t-shirts, logos, business cards, banners, signs, printed materials (Photoshop, Illustrator)

**TEKSYSTEMS · Plano, TX**
**Image Labeling Analyst / A.I. Visual Data Specialist · April 2018 – March 2019 · 1 year**

- Efficiently labeled and edited thousands of machine learning images for Project Maven
- Maintained strict confidentiality and compliance protocols for a sensitive government project
- Consistently ranked in the top 5 most productive employees on a team with dozens of workers
- Microsoft Office – Word, Outlook, Excel, PowerPoint, and SharePoint
- Followed strict daily productivity quotas while ensuring a high degree of accuracy

**UNIVERSITY OF NORTH TEXAS · Denton, TX**
**Technical Assistant III / Library Student Assistant · January 2014 – May 2018 · 4 years 5 months**

- Setting up complex sound and video systems for live events, camera operation, live audio mixing
- Customer service at a desk with a computer, checking out books, assisting patrons locate books

**Key Skills:** Graphic Design, Web Design, Digital Marketing, Print Design, Illustration, Social Media, WordPress, UI / UX, Microsoft Teams, Zoom, Remote Work, Figma, HTML, CSS, PHP, Python, JavaScript, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Audition, Adobe XD, After Effects), Artificial Intelligence, Canva, SEO, Asana, Trello, B2B / B2C, Ceros, Flowcode, ChatGPT, Midjourney, Shopify, Mailchimp, Buffer, Photography, Content Management System (CMS), Film, Video Editing, Animation, Motion Design, Typography, Online Retail, Copywriting, Microsoft Office