

# MIKE SCHULER

651.795.8653

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www.househeaddesign.com



## A SWISS ARMY KNIFE OF DIGITAL AND VISUAL COMMUNICATION.

### WORK EXPERIENCE

#### Graphic Editor/Production Specialist

The Haus of Print, Minneapolis . . . . . August 2020 - Present

- Prepare all artwork for screen, digital and sublimation printing, including custom design to fit the clients needs.
- Create film positives, screens and ink for all screen printing production.
- Operate a large format printer and plotter, creating vinyl stickers and cut vinyl.
- Assist in all post production of printed garments. Folding, tagging, bagging and boxing of garments.

#### Graphic Designer/Web Developer

Active Sports Inc., St. Paul . . . . . June 2007 - March 2020

- Lead all aspects of design and development of several multi-channel e-commerce websites (framedbikes.com, chamonixcollection.com, ctrlwake.com, pubwheels.com and djsboardshop.com).
- Managed content and template development using Shopify, Wordpress, and Channel Advisor.
- Heavily involved in product design for The House Boardshop and proprietary brands (Framed Bikes, Chamonix, and CTRL Wake). Products include bikes, snowboards, skis, wakeboards, skateboards, and clothing.
- Lead the design, pagination, and vendor relationship to distribute over 800,000 catalogs 6 times per year.
- Responsible for many company advertising spreads in a variety of industry magazines, including Alliance Wakeboarding, Wakeboard Mag, Transworld Snowboarding, Snowboard Mag, Snowboarder, Skiing Mag and Powder.
- Produced signage (4-color, cut vinyl and window treatments) and branding for retail outlets, sponsored events and athletes.
- Worked closely with upper management and marketing teams on tone and delivery.
- Independently delivered a number of unique concepts that were integrated into the Company's overall branding strategy.

#### Pre-Press Editor

The Vomela Companies, St. Paul . . . . . September 2001 - June 2007

- Project lead for large scale graphic installation for Time Square Toys"R"Us store. Created solution for graphic print production and installation.
- Reproduced customer art as vector artwork for large scale print, (ex. store signage, car wraps, windows).
- Pre-press file preparation for cut vinyl, digital and screen print.
- Image restoration and color correction to customer supplied artwork.

### COMPUTER SKILLS

- Adobe CC Illustrator
- Adobe CC Photoshop
- Adobe CC InDesign
- Adobe CC Acrobat Professional
- HTML 5
- CSS 3
- Shopify (e.g. Liquid templating)
- Channel Advisor
- Amazon AWS S3
- Wordpress 4 & 5
- PHP 5.3+
- Listrak
- VE LXi Master Plus 8.0v3 (Vinyl Express)
- Esko Backstage
- Serendipity
- Mac & PC formats

### EDUCATION

St. Paul College  
St. Paul, MN  
Diploma in Graphic Design

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**REFERENCES**

**Davin Johnson**

**Director of Online Marketplaces**

Active Sports Inc.

612.250.1235

Mr. Johnson manages Active Sports e-commerce stores. He can talk about how I'm able pick up new skills quickly. Multiple websites were created under Mr. Johnson direction.

**Jon Cernohous**

**VP of Operations**

Active Sports Inc.

651.324.9528

As the main product purchaser for the company, Mr. Cernohous provides direction for all advertisements and delegates other key projects for the company.

**John Vilsack**

**Chief Information Officer**

GWG Holdings, LLC

612.999.4085

Mr Vilsack can explain my ability as a Web Developer to pick up and learn new programming languages quickly.

**Kristeen Jacks**

**Production Scheduler/Purchaser**

The Vomela Companies

651.523.9711

Ms. Jacks can provide a collaborative view of my computer skills, my attention to detail and my ability to provide print friendly files for production.

**Cheryl Frenette**

**National Account Manager**

The Vomela Companies

612.810.0536

As the sales manager for the Toys“R”Us project, Ms. Frenette can explain my ability to handle large projects and meet clients expectations.