Michael Morales

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Summary

Sr Application Support Manager for a SaaS startup with experience in freelance illustration, graphic design, and animation. Recently graduated from Columbia College Chicago with a BFA in Advertising and Art Direction looking for an opportunity to use the skills learned and continue to build upon them.

Experience

Freelance

Illustration, Graphic Design, and Animation

January 2010-Present

- Designed gameshow cards and set pieces for Lurie's Children Hospital's internal network- Skylight TV
- Illustrated multiple book covers for print and digital
- Animated storyboards, gifs, as well as a 3 minute feature
- Designed logos and brand advertising for multiple businesses

MAXDigital

Sr Application Support and Integration Manager January 2017-Present

- Subject-matter expert for MAXDigital platforms. Tier 2 application support providing coordination between engineering/product teams with customer facing teams
- Manage a six person product support helpdesk team and created new training structure to ensure everyone had a proper knowledge base
- Work with onshore and offshore developers and quality assurance teams to deliver high-quality software
- Gathering customer feedback and insights on current and future projects

Success Manager

January 2015-January 2017

- Responsible for the overall success the South East Region client base consisting of over 250 accounts and 300k in ARR
- Engaged with dealerships to discover opportunities to expand their business and further integrate into the MAXDigital platform
- Conducted system trainings and gathered feedback on customer enhancements

Digital Account Implementation Manager

July 2013-January 2015

- Member of a 4 person launch team for the MAXDigital flagship platform
- Conducted specialized trainings to ensure customer integration
- Created KPIs to track success and provide data to CEO

Account Manager

October 2011-July 2013

- Member of the Central region account team for the MAXDigital/FirstLook platform
- Focused the team's tactical direction for increasing customer retention
- Engaged in customer focused strategies resulting in all-time high usage numbers of the software

Elite Operations Manager

June 2009-October 2011

- •Engaged customer base to uncover reasons for low system usage
- •Established benefits training to drive system usage and increase customer retention

Product Support Specialist

June 2008-June 2009

- Developed technical trouble shooting skills focused on large sets of data
- Tier 1 role providing phone and email support for MAXDigital/FirstLook platform

Technical Skills

- Photoshop, Illustrator, InDesign
- Adobe Animate, Premiere, After Effects
- JIRA, Fogbugz, Salesforce
- Postman, Soap
- Microsoft Office Suite

Education

Columbia College Chicago - Chicago, IL - Bachelor of Fine Arts in Advertising/Art Direction