

# Caleb Sobolewski

He / Him / His

## Designer and Art Director

### Contact

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### Profile

Graduating graphic designer with experience in print production, layout design, and brand systems. Comfortable working across formats from large format posters to multi-page documents, with close attention to prep and output. Manages creative direction for multiple campus organizations, with a track record of meeting deadlines and working directly with clients.

### Education

#### **B.S. - Social Media Design Mgmt.**

Northern Michigan University  
Est. Grad May 2026

### Skills

- Illustrator (4+ years)
- InDesign (3+ years)
- Photoshop & Lightroom
- After Effects & Premiere Pro
- Screen Printing
- Typography & Layout

### Experience

#### **Art Director**

NMU Students' Art Gallery | Fall 2022 – Present

- Designed print and digital materials including posters, signage, and social media content
- Managed a team of 5, including scheduling, hiring, and creative direction
- Handled multiple active projects simultaneously across design, operations, and communication disciplines
- Coordinated across departments and university administration on logistics, creative projects, and collaborations

#### **Multimedia Marketing Intern**

Argonics, Inc | Summer 2024

- Designed print and digital content for social media, signage, and large-format campaign materials
- Coordinated cross-team marketing efforts and project timelines
- Photographed product installs, studio images, and headshots
- Increased platform performance through strategic content:
  - LinkedIn: +40% impressions, +54% clicks, +32% engagement
  - Facebook: +23% ad reach, +1,100% organic reach

#### **President**

CMD + C: NMU Design Society | Winter 2025 – Present

- Lead a student design organization, managing events, scheduling, and internal communications
- Collaborated with designers to execute creative projects and represent design students across campus
- Organized funding requests and logistics for a 12 person trip and workshop at the Hamilton Wood Type Museum

#### **Social Media Manager**

NMU Superior A Cappella | Spring 2023 – Present | Marquette, MI

- Designed posters, programs, and graphics for concerts and events
- Managed social media and online event listings across platforms