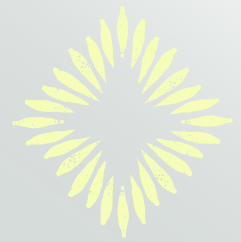


Mikey Costello  
3422 S. Grant St.  
Englewood, CO 80113  
hello@studiocostello.com  
(970) 640 - 8764



September 27, 2024

Katie Strevey, CDSP  
Alterra Mountain Company  
3501 Wazee St  
Denver, CO 80216

Dear Ms. Strevey,

Applying for the Graphic Designer position with Alterra Mountain Company is almost too good to be true. With a lifetime of experience growing up and living in Colorado ski culture, and over eight years of experience in graphic design, I'm confident in my ability to bring your creative vision to life through compelling visuals that resonate with the Ikon Pass community and beyond. The chance to work for a company that merges my design expertise with my passion for the outdoors is an opportunity I would openly embrace.

I grew up near Crested Butte, Colorado, and my father was the Director of Marketing for Crested Butte Mountain Resort during the nineties. The slogan for the resort he wrote was, "Crested Butte. What Aspen used to be, and Vail never was." We regularly drove over Monarch Pass (and still do), which was originally Vail pass when it was built, but that didn't last because the locals kept stealing or destroying the signs. I might be genetically predisposed for a role in marketing with Alterra, because I chose my side a long time ago.

My proficiency in Adobe Creative Suite—particularly Illustrator, Photoshop, and InDesign—paired with my video editing and animation experience in Adobe Premiere and After Effects, enable me to create visually engaging content across a variety of media. From print ads and brochures to web banners, social media content, and videos, I thrive in delivering exceptional designs that align with brand standards while pushing the creative envelope. If you need someone who can hit the ground running, my ability to multi-task and quickly adapt to fast-paced environments will allow me to do exactly that. I'm comfortable producing work that meets tight deadlines without compromising quality.

What excites me most about this role is the opportunity to contribute my unique perspective to everyday projects and seasonal campaigns to connect with audiences through user-centered, inclusive designs. I deeply understand the mountain culture and am passionate about crafting work that reflects the unique spirit of adventure embodied both by those who call the mountains home, and by those who come to visit. My collaborative approach and eye for detail let me seamlessly integrate with team members, photographers, videographers, and copywriters, resulting in cohesive, impactful end results.

I would be honored to bring my skills, passion, and creative vision to the Alterra team. Thank you for considering my application!

Warmest regards,

Mikey Costello



## EXPERIENCE

September '22 – Current /  / Remote

### CREATIVE DIRECTOR

Lead collaborative efforts with clients to understand their design challenges and deliver solutions tailored to their audience. Manage a portfolio of projects, ensuring each one is completed on-time by continuing to develop a disciplined approach to creativity and prioritizing tasks. Help clients grow their ideas into reality by conceptualizing and delivering compelling websites, graphics, animations, illustrations and videos to deliver aesthetically pleasing designs and functional user experiences.

- Facilitate collaboration with clients, and understand their needs to create compelling visual narratives to meet their objectives
- Work alongside and direct a team of creatives, maximizing our efforts to produce work that speaks to audiences and exceeds expectations
- Lead the strategic design of website layouts, emphasizing intuitive navigation and responsive design to enhance user experiences
- Utilize current design tools and techniques to produce graphics and animations that effectively communicate brand messages
- Oversee the production process for impactful videos, ensuring seamless integration of motion graphics and visual effects to deliver engaging storytelling
- Cultivate strong client relationships through communication and understanding, and deliver solutions that align with their objectives
- Maintain awareness of emerging trends and technologies, and continuously refine skills to deliver and evolve innovative solutions

## EDUCATION

Bachelor of Arts  
Languages, Lit. & Cultures  
Colorado State University  
Fort Collins, CO

Bachelor of Science  
Business Administration  
Colorado State University  
Fort Collins, CO

## CERTIFICATIONS

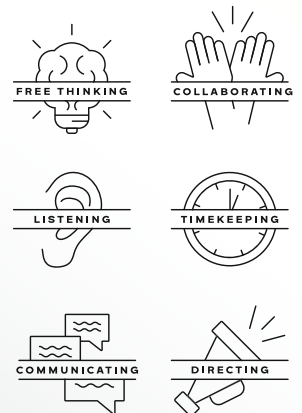
UX Design Certificate  
Google/Coursera

## LANGUAGES

English  
■■■■■

Spanish  
■■■■□

## SOFT SKILLS



## EXPERIENCE CONTINUED

March – September '22 / **THEMARSAGENCY** / Remote

### FREELANCE DIGITAL DESIGNER

Worked with The Mars Agency as a freelance digital designer to create ad tactics for CPG clients including Fortune 500 level companies. These tactics range from banner ads to dedicated brand pages, and all adhere to strict brand and accessibility standards.

- Design layouts for banners ads + brand pages
- Follow Walmart Connect brand standards and check for accessibility issues
- Work within constraints of templates and standards to produce engaging content
- Manage multiple projects and prioritize work based on different timelines in Asana

November '19 - March '22 / Self-Employed / Denver, CO

### FREELANCE GRAPHIC DESIGNER

Pursued long-time goal of being a graphic designer. Learned through online videos, courses, workshops, blogs and other designers. Set long-term goal of a full-time graphic design position which allows for personal and professional growth. Experienced with the design process including client communication, responding to and implementing feedback, and iterating renditions to find the perfect design.

- Design brand packages using Adobe suite
- Create digital and hand-drawn designs, logos, websites, icons, print products, apparel designs
- Maintain professional communication with clients and meet project deadlines

## TECHNICAL SKILLS

Logos and Branding  
Responsive Design  
Typography  
Apparel Graphics  
Video Editing  
Animations  
Illustrations  
Social Media Content  
Print Collateral  
Paid Ad Designs

## SOFTWARE

Adobe Suite  
Photoshop  
Illustrator  
Premiere Pro  
After Effects  
Figma  
Asana  
Slack  
Microsoft Office

