

AUSTIN PABIAN

A coffee-chugging multi-faceted designer. Keep it simple—brevity is a virtue.

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EXPERIENCE

M3 GROUP

LANSING, MI • FEB. 2023 – PRESENT

As a Client Strategist at M3 Group, a multidisciplinary advertising agency in mid-Michigan, I manage projects, develop strategies, and lead a small team of creative developers. I serve as the primary liaison between clients and the agency, ensuring smooth collaboration, clear communication, and a client-focused approach to deliver impactful results on a daily basis.

MICHIGAN ASSOCIATION OF SCHOOL BOARDS (MASB)

LANSING, MI • JAN. 2018 – FEB. 2023

Resident Graphic Designer and de facto photographer for Michigan's public school board association, managing the design of nearly all physical and digital assets produced by the organization. Responsibilities included publishing a triannual magazine, creating school board resources, and leading multi-faceted campaigns while consistently upholding and evolving the MASB brand identity.

PROFICIENCE PARTNERS

FLOWER MOUND, TX • MAY 2016 – JAN. 2018

Online Learning Specialist for a technology company serving a global clientele of law offices. I was responsible for developing and producing online learning videos tailored to the needs of legal professionals, ensuring accessible, high-quality training resources for law offices worldwide.

IMPACT 89FM RADIO STATION

EAST LANSING, MI • SEPT. 2013 – MAY 2016

Graphic Designer for Michigan State University's completely student-operated radio station. Daily life consisted of designing and directing graphics for both digital and physical publication. I am also a founding member of The IMPACT 89FM's sports media branch.

FIREWATER APPAREL CO.®

EAST LANSING, MI • JUNE 2015 – PRESENT

Creator/owner of a grassroots apparel company based in East Lansing, MI. Firewater primarily acts as a conduit for collegiate-level clubs and teams, designing and coordinating the local production of apparel uniquely developed for each group. We serve as creative advocates for underrepresented organizations to provide accessible, tailored gear for all.

SKILLS

ADOBE CREATIVE CLOUD

Well-versed in Illustrator, Photoshop, and InDesign.

WEB PROGRAMMING

Self-taught programming and general information technology nerd capable of building off of Bootstrap, splicing snippets from GitHub, and reading and breaking code. I know enough to be dangerous.

UX/UI

Flair for purposeful, intuitive design and workflows in the digital space primarily via Adobe XD and Figma.

TABLET ILLUSTRATION

Skilled in tablet-based creation, including both vector and raster artwork.

PHOTOGRAPHY

Self-taught photography ranging from events to live subject portraits, landscape, and macro.

EDUCATION

MICHIGAN STATE UNIVERSITY

EAST LANSING, MI • AUG. 2012 – AUG. 2016

Graduate of the class of 2016 with a Bachelor of Arts degree in Creative Advertising.

PRO-BONO

EAST LANSING ARTS COMMISSION

EAST LANSING, MI • MARCH 2020 – DEC. 2024

The purpose of the East Lansing Arts Commission is to embolden initiatives that revitalize public spaces and promote community engagement through the arts. Serving my tenure, I assisted in securing \$250,000+ for public art and funding projects like murals, mental health awareness art, and distributed over \$100,000 to fund cultural arts grants throughout the city.