

Michael Ihle

Visual Designer & Merchandiser

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A creative and multidisciplinary designer with ten years of experience spanning graphic design, apparel development, and merchandising, focused on pursuing opportunities in graphic design. Skilled in blending design expertise with merchandising insight to create visuals that resonate with consumers, strengthen brand identity, and drive engagement. Skillful in cross functional collaboration, with the ability to manage multiple projects and teams workloads at a time.

Expertise

Skills	• Graphics	• Sketching	• Creative Direction	• Presentation Design
	• Illustrations	• Color Theory	• Photography	• Print & Pattern Design
	• Typography	• Collection Development	• Visual Storytelling	• Sewing

Experience

Nov. 2021 - Dockers

Sep. 2025 Graphic Design & Merchandise

Worked with the lead graphic designer to create a seasonal graphic story to appear on apparel through graphics, prints, and patterns. Worked with merchandising team to build seasonal assortment, increase audience reach through cross-functional collaboration, and manage all product related issues.

- Conducted in-depth market research to identify emerging trends and consumer preferences, informing concept direction and product relevance.
- Developed and refined design concepts through hand sketches, iterative feedback, and cross-functional collaboration—delivering print-ready graphic stories aligned with brand vision.
- Contributed to the development of Dockers' youth-focused collection, driving fresh creativity that expanded brand reach and revitalized identity for a new generation.
- Accelerated critical timelines by collaborating with the automation team to create scalable bot programs—streamlining processes and optimizing global workflow efficiency.
- Managed external contractors to execute seasonal product launches on time and with high quality, resulting in improved workflow and positive leadership recognition.

Oct. 2020 - Levi's Strauss & Co.

Nov. 2021 Product Creation Coordinator – Premium Collections

Generated and edited seasonal collection videos to highlight premium product lines. Developed on-brand graphics for video content and Instagram to strengthen digital presence. Partnered with cross-functional teams to align creative execution with brand direction. Merchandised retail lab to reflect seasonal trends and support product storytelling.

Apr. 2019 - Culk SF

Dec. 2019 Graphic Design

Designed original graphics for apparel and marketing campaigns to strengthen brand identity. Directed and shot photoshoots to deliver high-quality visual assets that supported seasonal launches. Produced newsletters and structured email layouts to drive customer engagement and boost outreach.

Apr. 2015 - The Bait Shop

Present Creator | Freelance

Create seasonal stories through graphics, apparel, and marketing. Manage all products, orders, and fulfillment. Create tech packs and work with manufactures to insure successful production. Sold more than 500 products all around the world.

Additionally, I use The Bait Shop as a freelance outlet, where I work with people and business to help create their digital and physical needs. Such include: Logos, Apparel Graphics, Digital and Print Flyers, Album Artwork, and Video Editing.

Education

San Francisco State University

BS in Visual Communication Design