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Full-spectrum Graphic Designer

Profile Proactive, versatile, and talented graphic designer with with a broad-based background in digital- and print-based design and production

Summary of Qualifications

- Thoroughly versed in B2B and DTC marketing, with a firm grasp on what makes a piece compelling and how to get the message across
- A hands-on designer attentive to every detail to guarantee flawless media kits, samplers, catalogs, print advertising, white papers, web sites, e-marketing, and online videos
- Passionate about all things type with extensive knowledge of typography, layout, and color—as well as all relevant software programs
- Superb grasp of the entire product cycle, beginning with concept through production and on to the final deliverables
- Excellent proofreading and copy editing skills
- A dependable self-starter always willing to go the extra mile to get the job done

Business Background

2016 MDM Graphic Design, Inc.

Freelance graphic designer for companies such as Scholastic Books, Scholastic Education, Lymphatic Education & Research Network (LE&RN), Kakalec & Schlanger, LLP, bowmo (a start up), and the Peccadillo Theatre Company

- Providing both print and digital graphic design to a diverse roster of clients, including promotional materials, logo design, social media design, and poster/banner design

2010–2015 Triumph Learning, LLC

Marketing Art Director

Oversaw the design and implementation of all branding and marketing initiatives for this leading educational publisher of test preps and digital curriculum

- Ensured the consistent look and promotion of our brand across a wide variety of initiatives in both print and digital format, including extensive semi-annual US catalogs, brochures, print advertising, conference collateral, white papers, e-marketing promotions, social marketing, web site development, and online videos

Highlights:

- Designed the support web site for our digital learning product
- Extensively redesigned the interface for the same digital learning product
- Designed and produced all of our promotional samplers, in both print and digital format
- Supervised the company rebranding, starting with logos, colors, and type faces all the way to the final 36-page official branding guidelines book

Continued ►

“I particularly appreciate Michael’s remarkable ability to translate concepts into ground-breaking campaigns. He consistently ‘gets it right’ the first time, which is hugely valuable in any organization.”

—Marianne Russell, COO, Mary Ann Liebert, Inc.

Business Background, con't **2000–2009 Informa Healthcare, New York, NY**

Art Director, Marketing Services Division

Initially hired as a Senior Graphic Designer and rose to Art Director for this international pharma information provider

- Led the team charged with creating a cohesive visual look for all imprints, uniting them under one brand and resulting in a new corporate identity
- Conceived, designed, and produced a wide range of marketing materials to promote our books and web sites including postcards, posters, catalogs, brochures, ads, web banners, and HTML e-mails, contributing to increased annual sales even in the most challenging financial landscapes
- Always met deadlines in demanding, fast-paced, high stakes environment
- Fully engaged in all phases of projects from concept and planning through creative design, layout, and pre-press utilizing state-of-the-art technology and methods.

1996–2000 Harrison and Star, New York, NY

Studio Manager/Graphic Designer

Managed a design studio of 12 designers—covering both day and evening shifts—at a leading advertising agency serving the pharmaceutical industry.

Writing **2008–Present WestView News, New York, NY**

Staff writer for this monthly publication focusing exclusively on the West Village in Manhattan. I write a monthly feature entitled *West Village Originals* in which I interview long-time residents of the neighborhood.

www.westvillageoriginals.com

Skills **Managerial:** Hiring, Training, Supervising, and Mentoring Teams

Editorial: Writing, Proofreading

Production: Typography, Layout, Pre-Press

Software: Adobe CS: Illustrator, Photoshop, InDesign, DreamWeaver, Flash, and Acrobat; QuarkXPress; PowerPoint; Photo Retouching

Education • Columbia University, New York, NY: Master of Fine Arts
• Hunter College–CUNY, New York, NY: Bachelor of Fine Arts

Affiliations AIGA, NAPP

References available upon request.

“Michael is the most organized and proactive designer I have ever worked with. His professionalism and attention to detail, as well as his creativity and great design aesthetic, make him one of the best in the business.”

—Richard Bourque, Director of Marketing, Scholastic Books

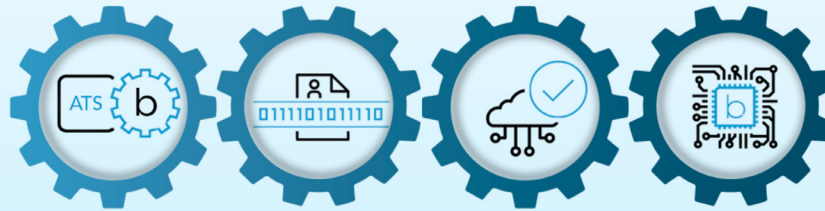


2 website designs and one sign-in form for Waggle, a digital learning product



What Every Recruiter Needs.
What Your Decision Maker Should Know.

How it works



1
INTEGRATION

We seamlessly sync with your existing ATS database

2
ALGORITHM

Your data runs through our proprietary machine-learning engine

3
INSTALL

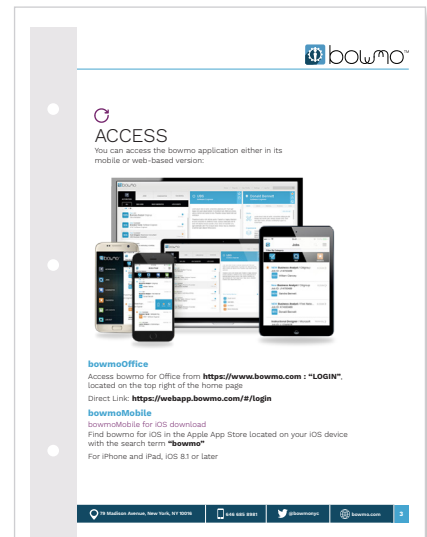
bowmo's Customer Success Team is with you 100% to install and master our cloud-based apps

4
EXPERIENCE

Predictive Analytics // Full Data Display Reports // Matching // Integrated Workflows

[Get More Information About How bowmo Works](#)

Page design from bowmo website illustrating how the app works. www.bowmo.com



Series of pages from an 11-page brochure (8.5" x 11").

I'M A
SUPPORTING MEMBER!



Lymphatic Education
& Research Network

www.lymphaticnetwork.org

Did You Know?

Up to ten million Americans, and hundreds of millions worldwide, suffer from lymphedema and lymphatic diseases. More people suffer from these diseases in the U.S. than suffer from Multiple Sclerosis, Muscular Dystrophy, ALS, Parkinson's Disease, and AIDS—combined.



Lymphatic Education
& Research Network

Fighting lymphedema and lymphatic disease
through education, research and advocacy.

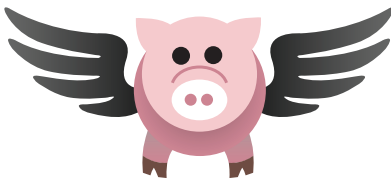
www.lymphaticnetwork.org

33" x 86" PopUp Banners



Kith & Kin

Joining exceptional caretakers with vibrant families



Waggle



Waggle Support



JACKSON SQUARE ALLIANCE

THE PROFESSIONALS



World Lymphedema Day March 6



Run/Walk to Fight Lymphedema & Lymphatic Diseases

