



Personal Profile

Michael has a proven track record of developing projects from inception through production. He has in the past demonstrated the willingness and ability to take on additional tasks that may have been outside of his original skill set with outstanding results. He has been proactive in interacting and asking questions of members of other departments to gain a full understanding of how projects form from beginning to end in a large organization. This initiative and curiosity shows that Michael has the drive and passion to be a great designer and more importantly is willing to work hard to achieve his goals.

EMPLOYMENT

Yale Robbins Publications | Graphic Designer / Production Artist | New York, NY | 2015 - Present

Successfully works independently and collaboratively with numerous departments to produce a wide range of print and digital editorial, promotional, environmental, marketing and sales collateral.

Areas of Expertise:

- Advertisements
- Art direction
- Branding
- Creative thinking
- Editorial layout
- Marketing design
- Problem solving
- Promotional design
- Typography

- Conception and design of advertisements for seven regional newspapers, four directories, six magazines and nine trade show publications per year
- Conception and design of direct marketing and promotional collateral for nine expos / trade shows such as brochures, postcards, fax blasts, invitations, advertisements, handouts, inserts and flyers
- Conception and design of event materials such as, exhibitor badges, seminar schedules, seminar agendas, workshop agendas, door prize slips, requestors, booth intake forms, and registration cards
- Conception and design of sales support materials such as ad rate forms, contracts, sale sheets, variable data forms, credit card forms, business cards, BRC's, workbooks, marketing brochures, rate cards and run-sheets
- Conception and design of highway billboards and convention center LED billboards
- Conception, design and production of four yearly regional directories and six tri-state area magazines
- Conception and design of expo / trade show environmental graphics and wayfinding systems
- Responsible for monthly content and image updates for seven regional websites
- Conversion of print articles to HTML format, uploading and ensuring all templates, links and images are working correctly
- Preparation of files for production including ensuring all artwork and files are to printer specifications
- Coordinates with production manager on timelines for various collateral to assure work is on delivered on schedule
- Collaborates with traffic coordinator and sales staff to deliver advertisement solutions for clients
- Daily interaction and collaboration with photographers, copywriters, printers, researchers, sales staff, and other designers
- Photo selection, organization, retouching, conversion, manipulation, and re-sizing for web and print use
- Responsible for ensuring brand consistency across print and digital mediums
- Research and procuring of stock images, licenses, permissions, paper stock, vendors, freelancers and photographers
- Meets with other staff to discuss their ideas and requests and then develops multiple concepts for their projects and campaigns
- Creation of web graphics for email marketing, site graphics, buttons and static/animated banners
- Mock-up creation
- Provides leadership, guidance, advice and solutions on a wide range of graphic design problems to other departments and clients
- Maintenance and troubleshooting of multiple printers
- Provides design software education to co-workers
- Interdepartmental project trafficking



EMPLOYMENT

Michael Hollingsworth | Graphic Designer | Brooklyn, NY | 2007 - Present

Successfully uses all design principles, production and management skills to provide clients with branding, promotional materials and general graphic design guidance.

- Conception and design of posters, flyers, logos, stationery, and promo related materials
- Interpretation of ideas and objectives into cohesive designs
- Liaise with clients to develop their brand identity through graphic design
- Provides guidance, advice and consultation on all graphic design issues, practices, and problems
- Managed all creative and administrative aspects of projects including client meetings, presentations and design concepts
- Management and supervision of vendors and printers

Rising Sun Comics | Letterer | Culiver City, CA | 2015 - 2017

Successfully uses typography to convey character interactions, emotions and action to enhance storytelling and reader experience.

- Provided balloon lettering, sound effects and title designs
- Developed style guides for new books and characters, as necessary

NYC Department of Citywide Administrative Services | Proctor | New York, NY | 2015 - 2017

- Set-up of test materials prior to exam session, verified that all materials are returned at end of session
- Instructed candidates on all rules and procedures
- Monitored candidates during exam to deter cheating
- Verified photo identification, collected appropriate documents and fingerprinted candidates

Schneider Graphics | Freelance Graphic Designer | New York, NY | 2010 - 2012

Successfully worked as part of a team that specialized in corporate real estate design.

- Designed annual reports, acquisition updates, investment brochures, PowerPoint presentations and investor fact sheets
- Designed various data forms for external use
- Responsible for budgeting of time on projects and keeping track of billing invoices
- Conception and design of graphs, festival posters, birthday cards, postcards, logos, stationery, and other Identity related materials

Carnegie Hall | Design Intern | New York, NY | 2010

Successfully worked on a wide range of marketing and promotional materials while collaborating with editorial and production departments.

- Designed docent guides, libretto's, 3-sheets, lobby cards, slide shows, surveys and clip books while adhering to brand guidelines
- Created advertisements for newspapers, magazines, Playbill, the Apollo and Zagat
- In a fast-paced studio I was tasked with handling work overflow
- Managed projects using internal intranet service
- Created a digital library where I catalogued images and files for preservation
- Prepared files for production department

Skills: Personal

- Ability to convey ideas graphically
- Ability to multi-task
- Ability to work independently and as part of a team
- Collaborative spirit
- Creative thinking
- Desire to grow
- Excellent communication skills, verbal and visual
- Excellent Interpersonal skills
- Excellent written communication skills
- Extremely organized
- Full understanding of design principles
- Illustration
- Keen eye for details
- Passion for design
- Practical
- Problem solving
- Punctual and presentable
- Reliable
- Strong work ethic
- Team player
- Time management

Skills: Technical

- Ability to adapt to new software quickly in both Mac and PC Environments
- Data Entry
- Flash Animation
- Mac and PC Environment
- XHTML and CSS



EMPLOYMENT

John Hatheway Architect | Project Assistant / Drafter / Project Manager | Brooklyn, NY | 1999 – 2005

- Surveyed existing conditions at job sites and then created complete sets of detailed construction drawings
- Project management, including but not limited to oversight of jobs from beginning to completion
- Conducted design meetings and site walk-through's with clients and contractors, then produced office reports
- Prepared and filed applications and drawings for NYC Landmarks Preservation Commission
- Prepared presentations for NYC Landmarks Preservation Commission
- Prepared and filed applications and drawings for Department of Buildings for approval
- Management of bidding process and bid analysis
- General office work
- Taught design software to newly hired employees
- Management and supervision of Interns

EDUCATION

Bachelor of Technology in Communication Design

New York City College of Technology
Brooklyn, NY

June 2010 - Graduated Magna Cum Laude

Associates in Art & Advertising Design

New York City College of Technology
Brooklyn, NY

December 2009

Software:

- Adobe Acrobat
- Adobe Bridge
- Adobe Dreamweaver
- Adobe Flash
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Affinity Photo
- Affinity Designer
- Corel Draw
- Google Docs
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Open Office
- Quark

I am a motivated and passionate designer who is looking for a place where I can contribute, learn, grow, do good work, and make a positive difference.

