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### **OBJECTIVE**

Interested in a unique opportunity to utilize a working knowledge of design, layout, image editing, multimedia and web for a progressive business or agency environment. Open to a position with a company that can fully utilize all aspects of my creative experience, skill and leadership. I am a self-motivated, fast learner who is accustomed to the strict and often impossible rigors of meeting deadlines in a busy studio. I am an articulate people person who enjoys working in a team environment as well as with the client. I have an extensive working knowledge of both Mac and PC as well as all of their professional program applications for design, layout, illustration, image, audio and video editing, web and digital media.

### **EXPERIENCE**

I have over twenty years' experience in graphic design for business. I started as a staff computer graphic artist for DAK Industries; a national mail order catalogue in Canoga Park, California and am currently a principle of Q Creative Services, a creative services collective in Chicago, developed by CICS (Center for Inner-City Studies) North Eastern University's Digital Cartel. I was the first creative director for Onyx Publication Group's SalonSense Magazine – creating the publication's original layout concept and its first 22 issues. SalonSense Magazine went on to become one of the hair industries leading trade journals - built upon the original template created by me. After leaving the magazine I held the position of Media Director for the Human Resources Development Institute (HRDI) - providing and overseeing creative services for a three-year, state sponsored educational program. Most recently I was the creative director for AFAM Concept and JF Labs, a health, hair & beauty manufacturer and private labeling company in Chicago. I was there for almost ten years.

As creative director I was responsible for almost everything creative including brand creation and development, brand management team product support, product packaging, website and promotional materials design. I created trade event materials, point of purchase concepts and over saw most of the materials provided for our private labeling clients. I was also responsible for all of our digital and social media support materials; from YouTube and Vimeo video campaigns, to broadcast commercials for television.

### **KNOWLEDGE, SKILLS and ABILITIES**

- I am good at transforming facts and features into needs and values as a way to generate brilliant concepts
- I am adept at developing strong concepts based on experience and customer knowledge
- I am able to support ideas visually, with type and design that work together seamlessly
- I'm a team motivator; I mentor manager-level teams' conceptual skills
- I am a good listener and practice good listening skills
- I possess expert knowledge of the principles of production and dynamic web development
- I understand how different media formats work in print, broadcast, internet, and social media
- I manage the fulfillment of concepts and ensure that every detail is covered
- I can manage multiple projects from conception to completion
- I understand and very strongly believe in the power of digital and social media as a next level technology
- I have the ability to reduce complex processes into easily digestible concepts
- I am an expert in Photoshop, Flash, Illustrator, After Effects, Dreamweaver and Premiere
- I am an expert in Final Cut Pro, DVD Studio Pro, Motions, Affinity Designer and Logic Pro
- I understand the needs, motivations, and aspirations relevant to my client's audiences

My position with AFAM concepts was contractual. While the health, hair care and beauty market comprises most of my customer roster, my clients also included Universal Studios, Soft Sheen, Alberto Culver, Clintex Labs, PV Products, Revlon, Chicago State University, Rogers Enterprises (Rogers & Hollands Jewelers), the Du Sable Museum, R.J. Dale Agency and Quaker Oats.

## **RESPONSIBILITIES**

I was directly responsible for the design and creation of trade show booths and trade event materials like; brochures, t-shirts, product and “goodie-bags”. I also attended the shows to generate content for our numerous websites and to promote and generate support for new programs and product promotions. I over saw the creation and implementation of product portfolios and media kits, training materials; including how-to’s and application videos. I over saw and orchestrated almost every aspect of our media generation efforts from conception to completion, including model calls, support teams (hairstylists, wardrobe, makeup artists and talent), creative writing, shooting and all post production work. We accomplished this with very small to nonexistent budgets and impossible timelines in many cases – and all without compromising quality.

I started my career in hair & beauty as a director for Alberto Culver’s tcb Bone Straight Hair Awards. I received an extensive education as the Creative Director of SalonSENSE Magazine, where I made many professional contacts and cultivated invaluable industry friendships. I have developed, utilized and built upon many of the digital media technologies that we currently enjoy today. I am also credited with three awards for my part in the creation of educational and social awareness documentaries.

## **TEAM & SPIRIT**

I believe that staff development is the key component for applying creative solutions to design challenges. As a Creative Director, I was seen as a “thought leader” and conceptualizer, who truly enjoy being involved in the hands-on design and step by step process of each project. I worked with and maintained an outside team for resources. I worked to satisfy the client and to support my coworkers - a group of people who had over time became like family. I would also like to think of myself as a relationship builder - as I was also available when needed, to interact with the client, to help build and nurture our relationships whenever possible.

I have the ability to oversee a large variety of projects to completion - contributing to each as necessary. I am able to provide constructive feedback and reports to staff, colleagues, as well as the client when and if necessary. I contribute to staff development through coaching and mentoring and by teaching others to understand the client’s needs as well as the company’s objectives. I constantly practice serving the process in a professional manner - allowing for the opportunity to become a trusted employee and advisor. I evaluate the work of any subordinate or resource provider responsible to me, to ensure that the process and outcome of each of our projects and objectives are met with little or no turbulence. Above all else, I am a perpetual student, who is always willing and seeking to learn.

## **HARDWARE and SOFTWARE**

Macintosh: Mac / Intel Mac Pro and all previous models  
Software: mac OS 10.12 Sierra | Adobe Master Suite cc7 | Final Cut Pro | Logic Pro | Quark

PC: PC / Linux Server. AMD and Intel processors  
Software: DOS and Windows 10 | Adobe Master Suite cc7 | 3D Studio MAX | Pro Tools

Cameras: RED Alpha ONE | Sony NEX fs700 | Sony a6300 dslr | DJI Inspire 1 & Mavic Pro Drones

\* For samples of my work, Please feel free to visit my personal online treatments:  
<http://miquael.com> . <http://qcreativeservices.com>

More Samples and References Available Upon Request or Interview