

MICHAEL DEMBICER

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EXPERIENCE

Freelance Graphic Designer – Michael D Design – Simsbury, Connecticut

June 2015 – Present

Offer design and strategy services in print, signage, environmental graphics, brand development, photography, photo retouching, web/interactive, usability design and presentations. Acquire new business, manage customer and vendor relations, establish budgets, project goals, timelines, and execute billing.

Director of Communications – Avon Old Farms School – Avon, Connecticut

September 2010 – May 2015

Managed school-wide graphic design, branding, advertising, marketing and production services. Responsible for inspiring, developing and delegating to four direct reports. Provided hands-on support for ongoing graphic design of the website and social media, catalogs, postcards, posters, brochures, and signs. Drove strategic thinking with Alumni & Development and Office of Admission in translating marketing goals into creative strategies, both online and offline. Created production calendars for print, photography, website content and social media in order to deliver on-time and within budget. Collaborated with all internal departments throughout the creative process and ensured brand guideline adherence. Created and retained relationships with outside vendors in relation to the promotion of the school's goals. Developed and managed the communications budget, including expenses with outside print, advertising, and graphic design vendors.

Interactive Art Director – McCann Torre Lazur, Active Ingredient – Parsippany, New Jersey

June 2009 – September 2010

Developed websites and interactive experiences for patient, caregiver and healthcare professional initiatives. Worked with internal teams to develop concepts and presented to external clients. Determined project estimates, timelines and resourcing. Collaborated with Information Architect to develop sitemap, wireframes and functional specs. Determined art assets required for build and in what format the product should be provided. Created checklists, spec sheets and timing for delivering assets in line with Project Management's expectations. Assisted and guided Brand Team with creating initial layout concepts and final production. Managed creative resources during design phase (art buying, studio, DIG and freelancers) to ensure production-ready assets are delivered to the development team and the original creative vision follows through. Developed and presented usability presentation to upper management and presented agency-wide.

Senior Interactive Art Director – Daz Media – Hackensack, New Jersey

October 2008 – June 2009

Collaborated daily with project managers, sales, strategy, video, 3D and development. Created engaging rich media and user-friendly interactive experiences for professional medical education, training and promotional initiatives. Seamlessly integrated video and 3D animation. Played key role in establishing and applying principles for creating the best user experience. Converted concepts developed from senior management strategy to visual product and presented both internally and to clients.

SKILLS

Proficient in the following programs: (both MAC and PC platforms)

Adobe InDesign, Photoshop, Illustrator, Bridge, Acrobat, Microsoft Word, PowerPoint and Excel.

Strong understanding of web technologies and the capabilities and constraints they imply on design.

Experience in digital photography, photo retouching and photo rendering.

Meticulous with mechanicals, prepress production and on-site press checks.

EDUCATION

University of the Arts – Philadelphia, Pennsylvania, 1998 – 2002

BFA in Graphic Design & Minor in Digital Fine Arts

Recipient of Promising Artist Scholarship, 1998 – 2002