

Objective

Searching for a position in Web/interactive or print design.

Summary of Qualifications

I am constantly striving to advance my knowledge and understanding of not only the creative aspects of the industry, but also how it relates to advertising and marketing and their combined impact on the end-user or customer. A self-proclaimed "jack-of-all-trades" when it comes to graphic design, I am comfortable handling the simplest of items such as image optimization for the Web or creating PDFs for approval purposes, to managing large-scale projects such as designing a full sales brochure or an entire Web site. Although I consider myself a designer first, I also have the technical understanding of what is necessary for the completion of a project whether it be for print or the Web. With an extensive background in commercial printing, combined with assignments in print design and production, and experience re-designing a large-scale Web site, I feel I have the ability to look at projects from several points-of-view and provide valuable input to find the best solution for the initial task and beyond. My current assignment as an Art Director at an international online marketing company has afforded me not only the opportunity to continue to advance my Web design skills, but also manage and mentor a team of designers and strive to be the best designer I can be.

Professional Experience

08/08/2007 – Present: Currently employed as an Art Director within the Creative Department for a large online marketing company

- Manager of a growing team of designers for the Online Acquisitions Department
- Member of "Special Projects Team"
- Responsible for art direction and production of online banner ads and landing pages for the purpose of online conversions of membership based programs
- Design banner ads for new business initiatives
- Design new landing page creative for both existing and new business initiatives
- Flash design, development and animation for online banner advertising

05/31/02 – 08/08/2007: Assumed various roles within the Creative Department of a leading luxury international travel company. Began as a Print Production Artist in May of 2002 and departed as the Creative Web Manager in August of 2007.

- Was highly involved in the rebuilding and redesign of consumer Web site (www.tauck.com, launched November 2006)
- Managed all content and ongoing maintenance of B2C and B2B Web sites
- Lead designer and production artist for several consumer Web sites and microsites
- Designer and production artist for online marketing including emails, banner ads and directory marketing listings
- Responsible for the training and support of in-house employees for the CMS system associated with the flagship Web site
- Print production for marketing brochures, sell-sheets, self-mailers and various direct marketing sales pieces

09/01/1992 – 10/01/2002: Worked within the commercial printing industry in various roles throughout the offset printing industry.

- 2+ years in bindery and finishing
- 7+ years as lead press operator on 2-color to 6-color offset sheetfed printing presses
- 1+ years as pre-press mac operator

Computer Skills

QuarkXpress
Photoshop
Illustrator
Dreamweaver
GoLive
ImageReady

InDesign
Acrobat
Fireworks
Freehand
Microsoft Office Suite
Acrobat

Flash
Internet Browsers
Flight Check
Mac and PC platforms
HTML / CSS
PHP

Education

Associate of Arts in Graphic Design, May 2002
Norwalk Community College, Norwalk, Connecticut
GPA 3.6

In addition to core curriculum for a degree in graphic design, completed college level courses in Web Programming, Internet Commerce Technology, Business & Marketing and Advanced Graphic and Web Design. Also attended classes at New Horizons computer learning center including HTML, Flash, and Project Management.

Work Experience

Adaptive Marketing, Norwalk, CT
Tauck World Discovery, Norwalk, CT
American Graphics Inc., Stamford, CT
Bierl Printing, Phoenix, AZ
RPC, Trumbull, CT

August 2007 – Present
May 2002 – 2007
June 1998 – October 2002
October 1997 – May 1998
September 1992 – August 1997

Professional Web Sites

Tauck World Discovery
www.tauck.com

Tauck Bridges
www.tauckbridges.com

Event Travel Solutions Inc.
www.etsevents.com

Flatt Planet Photography
www.flattplanet.com

LMP Photography & Design
www.lmppd.com

Jeremy Saladyga Photography
www.jeremysaladyga.com

Personal Web Sites

Spitshine Design
www.spitshine-design.com

Go To And Learn Flash
www.gotoandlearnflash.com

Portfolio links

Web Sites: www.mikestickney.com/spitshine-website-design.html
Landing Pages: www.mikestickney.com/spitshine-web-landing-page-design.html
Banner Ads: www.mikestickney.com/spitshine-banner-advertising.html
Email Marketing: www.mikestickney.com/spitshine-email-marketing.html
Flash: www.mikestickney.com/spitshine-flash-design.html
Print Design: www.mikestickney.com/spitshine-print-design-portfolio.html
Logo/Iconography: www.mikestickney.com/spitshine-logo-design-portfolio.html