

*A visionary creative with 10 years of experience in art direction and design, that results in fresh innovative solutions.*

# Michael Connolly

## Art Director & Graphic Designer

Selected Work: [conolee.com](http://conolee.com) Online Resume: [conolee.com/mconnolly-resume.pdf](http://conolee.com/mconnolly-resume.pdf)

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### Creative.

A proven track record of creating effective visual solutions and ideas for print, web and mobile mediums.

### Strategic.

A demonstrated history of effective processes, innovative solutions, and efficient strategy implementation.

### Leader.

A successful past of direct creative leadership while establishing trusted client relationships.

## Experience

*June 2011 - Present*

### Conolee Creative - Design Director

After moving internationally I have worked as a freelance Design Director working with agencies and private businesses located around the world. This opportunity has pushed me to broaden and apply my skills. Freelancing has allowed me to see projects through from concept to completion, attending to client needs and wants while guiding them to make sound design decisions.

**Clients:** Akavit, First Class Cabins, Gravity Center, Mondo Robot, Rabat American School, Ruya CrossFit, Katelyn Zane

*September 2008 - June 2011*

### Mondo Robot - Art Director

The atmosphere of this boutique agency fostered collaboration between creatives, developers, producers, and account directors. This greatly benefited my professional growth as I was able to learn and grow along with my colleagues. I worked as a member of a collaborative team of creative designers and developers working on projects ranging from web and mobile applications to photography and filming projects.

**Noteworthy Project:** I was the Art Director and Photographer for the rebranding of the Microsoft's student recruiting program. I was responsible for designing the new brand identity system and marketing materials across a variety of platforms. I presented all concepts, ideas, and visual direction to the client.

**Clients:** Microsoft, Warner Bros, Steamboat Resort, Spot Bikes, DigitalGlobe, Front Porch Digital, Level 1

*September 2006 - September 2008*

### **Sterling Rice Group / Interactive Art Director**

As a senior creative I helped lead a team to establish the interactive department within this long-time advertising agency. Bringing experience and knowledge of the interactive medium, I collaborated with other departments to create digital campaigns and web site destinations for new clients and existing.

**Noteworthy Project:** I was the lead creative on the launch of the highly anticipated Bernina 8 series sewing machine. I was responsible for art direction and design of the digital campaign which included banner ads, direct email marketing, website destination, and a live webcast to launch the product. I worked closely with the Bernina head team in Switzerland on brand consistency and execution.

**Clients:** Bernina, Yogi Tea, Almond Board of California, WaterPik, Yogi Tea. AccuTera

*June 2005- August 2006*

### **Focused Interaction / Graphic Designer**

I began working for Focused Interaction as a freelancer and eventually was hired as an Interactive Designer. I worked under an Art Director building my skills, taking direction, and working to improve my design process.

**Noteworthy Project:** I was involved in a variety of fast-paced Red Bull projects with tight-deadlines. I was responsible for email blasts, newsletters, banner ads, and both html and flash based websites, all of this while upholding the Red Bull brand and marketing strategies.

**Clients:** Red Bull, Janus, Denver Art Museum, AIGA, City of Denver

## **Education**

*April 2000 - May 2003*

### **Al Collins Graphic Design School**

B.A. in Graphic Design & Visual Communications

*Fall Semester 1998*

### **National Outdoor Leadership School**

A semester course becoming a leader in backcountry travel and survival.

## **Expertise**

Art Direction

Branding & Identity

Creative Direction

Graphic Design

Mobile App Design

Print Design & Production

Photography

UI / UX Design

Web Design