

michael O'Donnell

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Hands-on print and interactive
Creative/Art Director

Strong creative team
management experience

Seek to inspire and be inspired
by my team, while providing
cutting edge creative

SUMMARY

- Experienced, hands-on print and interactive Creative/Art Director
- Strong creative team management experience
- Seek to inspire and be inspired by my team, while providing cutting edge creative
- CPG experience: M&M-Mars, Similac, Coca-Cola, Del Monte Foods, Keebler, Mirage Resorts
- B to B experience: R.R. Donnelley, Bretford, NTT Communications
- Non-profit experience: Institute of Food Technologists, American Society for Clinical Pathology, American Health Lawyers Association, Museum of Science and Industry

2011 – Present **INSTITUTE OF FOOD TECHNOLOGISTS (IFT)**, Chicago, Illinois

Lead Graphic Designer, Interactive and Print

- Responsible for the graphic development of visuals that effectively support IFT's communication goals, align with IFT's visual identity and support overall IFT brand.
- Design annual meeting identity, including show visuals, interactive and print, for 45,000 attendees.
- Collaborate with cross-functional teams, taking individual projects from concept through layout, photography, illustration, and production.
- Develop new creative and effective design concepts for marketing campaigns.
- Maintain consistency and alignment with the IFT brand, while exhibiting versatility and imagination in design style; actively seek out ways to improve workflows and efficiencies.
- Manage the print production process, start to finish.
- Provide creative support such as layout and color explorations, research of physical production options, scanning, file conversion, file editing, and stock photography searches.
- Prepare comps and presentations; edit and modify photos, illustrations, and graphs.
- Leverage knowledge of interactive design principles and the technical and creative limitations/opportunities associated with interactive mediums to create effective designs for various interactive environments (web, e-mail, etc.).
- Apply design standards to interactive production work, considering usability and online branding issues.
- Assist with the design and production/coding of various interactive assets including, but not limited to, e-mails, banner ads, web pages/microsites, etc., from concept through completion.
- Prepare comps, and establish IFT's process for translating wireframes into visual design.
- Create html- and/or multimedia-ready graphics, and manage/maintain them within various virtual libraries, including the website content management system (CMS).

2010 – 2011 **AQUENT (FREELANCE FOR HSBC)**, Chicago, Illinois

Lead Graphic Designer

- Created direct mail and electronic media campaigns for HSBC's consumer credit card clients including Best Buy, Yamaha, Kawasaki, Polaris, Guitar Center, Saks Fifth Avenue and Helzberg Diamonds
- Designed new credit card for Helzberg Diamonds' platinum level customers
- Designed consumer micro-site as part of a promotional campaign for Menard's

2005 – 2010 **AMERICAN SOCIETY FOR CLINICAL PATHOLOGY (ASCP)**, Chicago, Illinois

Brand Manager and Lead Creative Designer for non-profit medical association

- Responsible for increasing ASCP's perceived value to members and medical community as well as increasing brand franchise and brand equity
- Concepted and designed 60% of all creative work, while managing in-house graphic designers and out-of-house designers for other projects
- Creative work included email blasts and collateral pieces including annual report, brochures, ads, direct mail, course catalogs, conference and annual meeting signage, and trade show booth design
- Saved ASCP over \$100,000 in design and printing costs through careful management of design and print vendors
- Wrote comprehensive corporate graphic standards manual and collaborated with various departments to develop message continuity through all internal and external communications

2004 – 2005 **PERFORMANCE DIRECT**, Roselle, Illinois

Vice President, Creative Director

- Rejuvenated creative department of small direct marketing firm specializing in direct mail and business-to-business marketing for non-profits and other associations
- Responsible for launching major branding and promotion initiatives for: University of Chicago Graduate School of Business, Ravinia, Wolftap, International Interior Design Association, American Society of Interior Designers, American Trial Lawyers Association, American Health Lawyers Association and the American Society of Civil Engineers.

2002 – 2004 **PERFORMANCE COMMUNICATIONS GROUP**, Chicago, Illinois

Creative Director

- Concepted and designed branding strategy and print collateral for various accounts including: Keebler, Champps American Bar & Grill, Robert Morris College, National-Louis University, American Bar Association, American Dental Association and American Medical Association

1998 – 2001 **UPSHOT**, Chicago, Illinois

Associate Creative Director

- Responsible for directing creative teams on complex branding, point of sale, promotions, new product launches and marketing collateral for Coca-Cola brands
- Launched Dasani bottled water product, including bottle/logo design, vending machine graphics and point of sale (POS) materials
- Created promotions for other Coca-Cola brands such as Barq's Root Beer, Fruitopia, Surge and Cherry Coke
- Responsible for overall brand image for Mirage Resorts' Bellagio Hotel in Las Vegas, which included consumer and trade advertising
- Concepted Mirage Resorts advertising campaigns, directed photo shoots, and assumed full responsibility for promoting Treasure Island (now TI), The Mirage and Golden Nugget

1996 – 1998

PERFORMANCE DIRECT, Chicago, Illinois

Creative Director

- Headed up creative department of small direct marketing firm specializing in non-profit and associations direct mail, and business-to-business marketing
- Clients included the Shedd Aquarium, Field Museum, Museum of Contemporary Art and McGraw-Hill

AMERICAN ACADEMY OF ART

Associates Degree in Graphic Arts/Advertising Design, 1988

DESIGN SOFTWARE SKILLS

Adobe Creative Cloud Suite (Photoshop, InDesign and Illustrator), MS Office

REFERENCES:

Bob Swientek

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