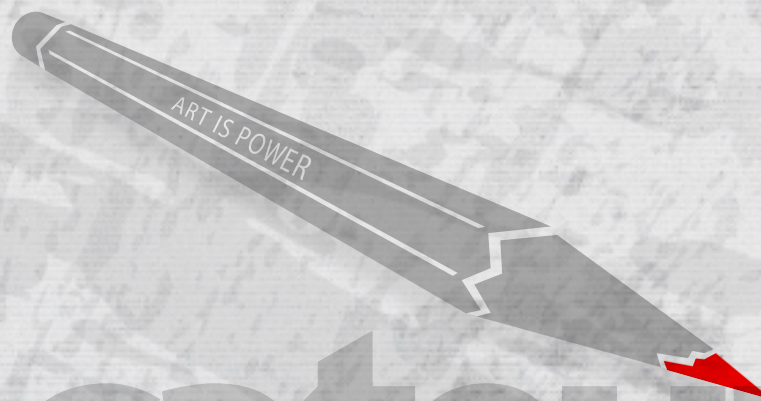


Mike
Taylor

artist provocateur



MICHAEL TAYLOR : graphic design & art direction / mike@mt4design.com / www.mt4design.com





MICHAEL TAYLOR

Graphic Design

Art Direction

mike@mt4design.com

www.mt4design.com

RESUME

Over the course of my 30 years as a creative professional I've completed work in ad agencies, design studios, marketing firms, public relations shops and in-house corporate marketing departments – either on staff or working as a freelancer.

I also spent 12 years working in my own shop helping my own clients develop their brand, capture their target audience, promote their business or their event.

In that time, I've created solutions in everything from print to video to web – in consumer and business to business spaces.

I've acted as the creative force, seeking to drive those I collaborate with to reach beyond the typical and seek solutions that both drive the message and break through the clutter.

I've donated my time working with non-profit 501c entities to help causes in everything from bringing food to those in severe need to giving comfort to those who have suffered the worse kind of loss to raising political awareness in the cause of freedom.

Volunteer and community work:

Docent / Adventures in Art Program for Elementary School Children
Creative Director, Graphic Assets / South High Football Boosters 2010-2014

Awards:

Mutiple AIA Gold Award Winner and Multiple Nominee
Business Marketing Association Awards for Professional Excellence
Maggie Award Finalist / Trade Journal
Newsletter on Newsletter Gold Awards
Direct American Marketers Association ECHO Awards

Clients worked for:

Acme Couch Company
America West Airlines
Apple
Bank of America
Brock Communications

Cheryl Janis Designs
Chicago Tribune
Collectors Photography
Cynthia Michel PR
DENSO

Home Savings
Karass
LA Tofu Festival
Lazar Industries
MovinCool

Plochman's Mustard
Pure Strength L.A.
Sanders Industries
Teleflora
Toyota

United Airlines
Westin Hotels
Xplor International
Zyliss USA
and many more

Education:

Los Angeles Trade Technical College,
Los Angeles, CA

Major: Commercial Art, Degree-AA

30+ years experience working as a creative professional

References:

Professional and personal references available upon request.

Applicable Computer Skills:

Photoshop
Illustrator
InDesign
Dreamweaver
Muse
After Effects
Flash
Premiere
Final Cut Pro
iMovie
Keynote
Powerpoint
Quark

Extensive knowledge in the use of the Macintosh and PC
for design, layout, illustration, editing and computer production
and more.



To review my entire portfolio
please visit my website at
www.mt4design.com



MICHAEL TAYLOR

Graphic Design

Art Direction

mike@mt4design.com

www.mt4design.com

RESUME

Work Experience:

March 2006 to present

Senior Art Director / Senior Graphic Designer
DENSO, Inc.
Long Beach, CA

April 1994 to March 2006

Freelance Senior Graphic Designer / Senior Art Director
Self-employed
Torrance, CA

October 1993 to April 1994

Art Director / Graphic Designer
Direct American Marketers Inc.
Irvine, CA

January 1992 to October 1993

Art Director / Graphic Designer
Creative Direct Marketing Group
Torrance, CA

November 1990 to January 1992

Art Director / Designer
Teleflora Inc.
West Los Angeles, CA

May 1988 to November 1990

Assistant Art Director / Graphic Designer
MPI (A subsidiary of United Airlines Corporation)
Long Beach, CA

November 1987 to February 1988

Junior Art Director / Graphic Designer
The Griffin Agency
South El Monte, CA

June 1985 to September 1987

Junior Art Director / Production Artist
Krupp/TaylorUSA (a Foote Cone Belding Communications Company)
Marina del Rey, CA

Personal Strategy

My professional goal is to continue to broaden my skills and abilities as a creative individual and utilize my talent and experience to benefit my employer or client.

Areas of Responsibility in Advertising:

Responsible as an art director for creative stages of an assignment from concept through completion including layout, copy writing, rendering comps, presentation, photo direction, print supervision, team supervision. Experience working independently and in AD/Copywriter teams.

Responsible as a senior designer for creating dynamic graphic solutions that help target and focus a message that will engage and generate a response.

Working independently, I have also been responsible for managing client relations, cost estimation, billing, scheduling, choosing vendors, etc.

Areas of Experience:

- conceptualization and creation of advertising campaigns in both the consumer and business-to-business spaces
- development of direct mail / direct response campaigns
- development of point-of-sale & collateral materials such as brochures, posters, banners, counter cards, end cap displays and packaging
- logo / corporate identity design and brand development
- design / creation of large trade show booth graphics/other materials
- general corporate communications
- video direction, filming, production and editing
- design of t-shirt / apparel graphics – silk screened, direct digital, other
- newsletter / magazine art direction – design, layout, and production
- web content design / illustration, site production



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Graphic Design

Art Direction

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PORTFOLIO SAMPLES

*artiste
provocateur*

*paint something
controversial*



Imaged
PHOTOGRAPHY

Cheryl Jarvis
DESIGNS

**DEAD
PATRIOT**
FILMS



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