

Michael Laborde

design . marketing . creative communication

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MISSION

I bring both passion and the ability to adapt to any challenge I encounter from concept to execution. I believe that hard work and clear communication, along with great ideas and vision create the basis for being successful.

SKILLS

Conceptual

Skills include concept development, copy writing, identity & branding, editorial design, presentation development, interface design, illustration, typography, packaging, social media implementation, and marketing. Experience with web includes basic coding & CSS, scripting, and content management.

Physical

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Dreamweaver, Adobe Flash, QuarkXPress, Microsoft Office, WordPress, FTP Applications, Networking solutions, Toshiba 311, various Epson printers, Wacom Tablets, Digital Cameras, xyronPro 1255, mac + pc friendly

EDUCATION

The Art Institute of Philadelphia

Bachelor of Science, 2008

Graphic Design

Cumulative GPA: 3.8 - Honors Recipient

HONORS & ACTIVITIES

AIGA, 2006 - Current

Various Department Recognition Awards

Best Graphic Design Portfolio - Spring 2008 Graduate Award

Design:Related Featured Work

Donation of time and skills to various non-profit organizations which range from women's shelters, rehabilitation programs, and design organizations.

REFERENCES AVAILABLE UPON REQUEST

EXPERIENCE

Director of Marketing and Design

Atlantic Asset Management Group, Virginia Beach, VA

Used my experience and knowledge of design to create both print and web based materials to promote a prosperous business. Developed effective branding and logos for several businesses. Designed and executed various forms of print production including mailers, flyers, large format signage and large format vinyl printing. I also created promotional collateral for third parties, both local and national, affiliated with the business. Used my strong editorial skills to perform copywriting for both web and print for ads and press releases. Managed and controlled email marketing and social media sites for the company. Performed marketing research and development through both traditional outlets and also newer markets such as social media. Also handled media sourcing and pricing for AAMG on a local and national basis; dealing with newspapers, magazines, printers, web media, and other outlets as needed. Successfully met every deadline with a sense of urgency.

Adjunct Professor

Burlington County College, Burlington, New Jersey

Planned, managed, and taught college level design courses pertaining to both design and illustration. Duties included managing multiple students, grading, critiquing projects and lecturing on various topics, techniques, and ideas associated with design and illustration.

Design Freelance Consultant

Crawford Creative LLC, Philadelphia, PA

Collaborated and managed projects for multiple clients in industries which varied from food service, politics, and health care in many different forms of media. Handled responsibilities in both print and web design, and executed branding guidelines which were successfully implemented under my hard work and dedication.

Design Freelance Consultant

Beach Creative LLC, Philadelphia, PA

Duties include developing and creating multi-page booklets, mailers, and other forms of printed collateral. Consulting on web design, social media implementation and other marketing solutions were also done. Clients included both public and private entities, both for profit and non-profit.

Designer & Freelance Consultant

Various, Local, National, International

Worked with various clients both stateside and internationally to develop various visual solutions for them. Collateral developed included branding, identity and advertising in print and online media, presentations for investors, apparel, sportswear, and other mediums. Companies ranged from large to smaller companies; single owner clients and creative agencies.

Graphic Designer

Osiris Group, Philadelphia, PA

I dealt with multiple responsibilities, including brand and identity implementation, marketing strategies and visual solutions for various companies in both online and on-site mediums. Developed various forms of print collateral. Worked with web developers to create high quality web content management systems for clients in both the public and private sector. Consulted on projects ranging from web sites to business conferences.

Creative / Design Intern

160OVER90, Philadelphia, PA

Dealt with multiple responsibilities, which included creating speculative compositions, setting up photo shoots, research and development of concepts for various client pitches, photo editing, creating props, illustration and design. Worked hand in hand with various art directors, lead designers, copywriters, and production managers for clients which included universities, restaurants, urban developers, shoe companies, international entities, and other fine establishments.

