

Summary/Highlight of Experience:

Michael Leon is an accomplished Senior Art Director and Web Designer with twenty years of experience in advertising and marketing. He has managed teams and has been a direct creative support for his CEO's and VP's. Producing brand identities, developing concepts and brainstorming are traits that Michael thrives on. He is known to do whatever it takes to design until a project is done, the client is happy and the deadline is met. Michael's strengths include, but are not limited to, creative thinking, quick design and effective time management. Michael has hired, lead and mentored co-workers. He is experienced in starting up in-house advertising departments and setting up work stations. He is known as a proficient designer that always has an idea. Even when outside his responsibilities, Michael will pitch-in to problem solve. He has consulted for network and software purchasing as well as performed installations, repairs, and preventative maintenance for operating systems. It is Michael Leon's communication skills, patience and optimistic outlook that sets him apart from the rest. To facilitate smooth workflow, with positive results, Michael has created websites, master templates, organized hierarchies and developed work processes that bridged gaps between his co-workers, management and vendors. It is Michael's goal to make a difference, inspire and have fun.

Tactical Experience:

branding / web development / SEO / logos / print ads / billboards / brochures / posters / invitations / point of purchase displays / vehicle wraps / murals / packaging / labels / plasmas / presentations / html emails / direct-mail / photography / photo-shoots / image manipulation / websites /user experience / wireframes / video / tradeshow / meeting planning / proposals / training / banners / animation / layout / typesetting / desktop publishing / proofreading / project management / product development / promotions / budget consulting / vendor relations / vendor sourcing / timelines / traffic management / administrative duties / tech support / quality control

Industry Experience:

gaming / advertising / print shop / commercials /public relation support / internal advertising agency / beauty / fashion / spa / food & beverage / hospitality & lodging / pharmaceutical / retail / ecommerce

Software/Tech Skills (Rating: Expert, Intermediate or Beginner and years of use):

Photoshop (expert-20), InDesign (expert-10+), Illustrator (expert-20), Bridge, (expert-10+), Quark Xpress (expert-14), Keynote/Pages/Numbers (expert-2), Dreamweaver (intermediate-1) HTML5, JavaScript, jQuery (intermediate-1) Flash (intermediate-2) MS PowerPoint/Word/Excel (intermediate-4), Filemaker (intermediate-5), QuickBase (intermediate-2), Director (beginner-2), Softimage (beginner-2), Drupal (beginner-1), WordPress(beginner-1)