

## CONNECT

608 220 8054 / michael@nuclearview.com / nuclearview.com / 4118 Dwight Drive, Madison, WI 53704

## MAD SKILLS

## SOFTWARE

- ▶ Fluent in Adobe Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat, Bridge / QuarkXPress / Microsoft Office / Joomla! Content Management System / Constant Contact Email Software
- ▶ Working knowledge of Adobe Flash, Fireworks, Wordpress Content Management System

## HARDWARE

- ▶ Fluent in Mac and PC platforms, scanners, digital and large format printers, 35mm cameras

## COMMUNICATION

- ▶ Ability to solve complex visual communication problems with original and strategic creative ideas
- ▶ Experienced with writing and editing copy
- ▶ Excellent communication skills and ability to work within a team atmosphere and independently

## OTHER ESSENTIAL COMPONENTS

- ▶ Exceptional understanding of design principles, process, and ethics
- ▶ Experienced with setting up and directing photo shoots for products and people
- ▶ Well trained in the process of prepress print production for digital and offset printing
- ▶ Accomplished in hand-drawn and vector illustration; exceptionally proficient in creating thumbnail sketches, comps, storyboards, and color mock ups
- ▶ Solid understanding of HTML, CSS, Joomla! and Wordpress content management systems, and WC3 web standards; working knowledge of PHP, Javascript, and jquery
- ▶ Well versed in developing project estimates, proposals, creative briefs, and contracts

## EXPERIENCE

## GRAPHIC &amp; WEB DESIGNER

**Wildlife Rescue & Rehabilitation / Kendalia, TX / June 2001 - Present**

Responsible for creating newsletters, annual reports, brochures, website design and updates, e-newsletters, and maintaining visual identity throughout all visual communications

## CREATIVE DIRECTOR &amp; DESIGNER

**Madison Area Music Association / Madison, WI / January 2010 - Present****(Art Director & Designer / October 2004 - April 2006)**

Responsible for the creation, direction and design of entire scope of visual materials (print, web, video, stage) for fundraisers and main awards show events, as well as overall brand advertising and promotion

## GRAPHIC DESIGNER &amp; PREPRESS PRODUCTION

**Alphagraphics / Madison, WI / May 2008 - July 2009**

Met with clients on a regular basis to discuss various design needs, timelines and budgets; created highly effective design under very tight deadlines; performed prepress functions for all design projects (preflight digital files, template set-up, color separations, metal plate creation for offset printing); press checks (on location); output of digital files to high-end Xerox and Canon printers

## EXPERIENCE

### GRAPHIC DESIGNER

Zillman Idea Design / Madison, WI / Various Dates Between May 2002 - June 2006

Successfully executed design layouts and illustrations based on Principal's direction; designs and illustrations used in a variety of print collateral from billboards to magazine ads

### GRAPHIC DESIGNER

Good 'n' Loud Music / Madison, WI / November 2001 - December 2005

Responsible for the concept, design, and direction of all printed advertising materials for musical instrument retailer; hired photographers and directed photo shoots for product advertising

### ILLUSTRATOR & GRAPHIC DESIGNER

Capital Newspapers, Inc. / Madison, WI / August 2001 - February 2003

Collaborated with Marketing Department to develop a series of illustrations for the pilot campaign of their new website, madison.com, a highly successful ad campaign that resulted in multiple awards; illustrations used in billboards, print/web ads, and direct mail; created icon headers for the "Classifieds" section of the Wisconsin State Journal; designed various print ads for inclusion into daily newspaper editions

## EDUCATION

### MADISON AREA TECHNICAL COLLEGE

Madison, WI / Graduation - May 2001

Associate of Applied Arts in Commercial Design & Illustration

## EXTRAS

### BOARD MEMBER & MARKETING COMMITTEE CO-CHAIR

Madison Area Music Association (MAMAs) / January 2010 - Present

### LEISURE

Photographer / Musician / Interior design / Clothed naturist

## AWARDS

### INTERNATIONAL NEWSPAPER MARKETING ASSOCIATION AWARD / FIRST PLACE 2003

"madison.com" website ad campaign in conjunction with Capital Newspapers, Inc. Marketing Dept.

### MADISON ADVERTISING FEDERATION AWARD / SILVER ADDY 2003

"madison.com" website ad campaign in conjunction with Capital Newspapers, Inc. Marketing Dept.

### UNIVERSITY OF WISCONSIN ARBORETUM LOGO CONTEST / FIRST PLACE 2000

College design competition; selected best out of 50 students; design is still being used as of spring 2011

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MICHAEL J KERWIN

← VISUAL PROBLEM SOLVER