

MIKE GUSTAFSON

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Currently looking for a Senior Art Director position in a fast-paced, agency-type atmosphere around the Boston metro area. I have a strong history in both print and digital, and a knack for navigating hurdles while keeping true to the creative strategy.

SKILLS

Software:

Photoshop
Illustrator
Flash
InDesign
Quark Xtinct
Microsoft Suite

Development:

CSS
XHTML
Actionscript 2 & 3
JavaScript
XML

EXPERIENCE

Art Director – DigitasLBI (January 2010 – Present)

Brought in as a freelance Design Consultant and quickly hired into an Art Director role. Specializing in digital advertising, social media initiatives and leveraging new technologies to create exciting interactive brand experiences.

Clients: Duracell, Bank of America, Olay, US Trust, Merrill Lynch, Norwegian Cruise Lines, Cadillac, XM I Sirius, Computer Associates

Senior Design & Development Contractor (July 2006 – July 2010)

Hired by advertising agencies for the purpose of bringing their big ideas to life. Worked hand-in-hand with remote backend developers and creative directors to design and develop interactive websites, touchscreen applications, product demos and more. Agencies included: DigitasLBI (Boston), RDVO (Somerville), Moosylvania (St. Louis), Targetscope/FireHost (Dallas).

Clients: Bacardi, Disaronno, Drambuie, American Airlines, Deans Foods, Microsoft, Gillette Young Guns

Owner – Michael Gustafson Design (July 2006 – July 2010)

Art Direction, Graphic Design and Flash Development for my own quickly-growing client list. Projects ran the gamut from a bluegrass band's album artwork and promo materials to interactive alumni fundraising mailers for west coast private schools.

Clients: Ben Harper, the Deadly Gentlemen, the Athenian School, Eastside Catholic, iBelieve, Brackeen Enterprises

Art Director – Scully Signal Company (August 2002 – July 2006)

Ran the in-house design department and managed two designers. Researched trade magazines for best advertising impact, designed brochures, created an extensive product image library, and developed Flash-based product demonstrations. Printed oh-so-many business cards.

EDUCATION

Northeastern University (1997 – 2001)

3 classes shy of a B.S. in Fine Arts/Graphic Design. I know, I know.

Columbia University (1994 – 1996)

Was the top recruit for their Division 1 swimming program. Earned the Jim Stallman Memorial Award for outstanding Freshman athlete.