Michael Nesi

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SUMMARY

Graphic design professional with over 15 years of experience in print media. Expertise in logo design, photographic retouching, typography, and layout. Experience in design conceptualization and implementation. Extensive knowledge of Photoshop, InDesign, and Illustrator.

EXPERIENCE

Studio Graphic Artist, Euro RSCG Worldwide (New York, NY) 2005 - 2011

- Primary studio production artist on Jaguar Cars' North American and Global advertising campaigns
- Collaborated with creative and art directors in the creation of printed advertising materials for Jaguar Cars
- Liaised with internal production managers and external print companies to ensure quality control on printed materials

Studio Production Artist, Euro RSCG Worldwide (New York, NY) 2000 - 2005

- Implemented designs to be used in various advertising campaigns for a broad range of clients, including GlaxoSmithKline, Charles Schwab, Intel, Volvo Cars, MCI, Evian, Subway, Reckitt Benckiser, and Dos Equis
- Worked with creative and art directors in the conceptualization and design of advertising pitches for various current and prospective clients
- Created final mechanicals to be submitted to print vendors, ensuring quality control and consistency

Freelance Graphic Designer (Brooklyn, NY) 1998 - Present

- Create original digital and print art for a wide range of clients, including Sony BMG (Arista, Columbia, and Epic music labels), Madison Square Garden, NYU School of Medicine, Jacques Torres Chocolates, and various websites and independently owned businesses
- Original art has included: brochures, posters, logo design, invitations, music packaging, CD/album covers, promotional materials, brand identity/conceptualization, business materials, fashion packaging, garment labels, and t-shirt design

Art Director, Medallion (New York, NY) 1998 - 2000

- Designed original advertising and point-of-sale materials for a wide range of clients, including Barnes & Nobel and B. Dalton
- Original advertising materials included: posters, shelf-talkers, endcaps, banners, and brochures
- Oversaw in-house printing press staff to ensure quality control of all printed materials

Graphic Artist, Sportswear International Magazine (New York, NY) 1996 - 1998

- Collaborated with art director in the design and layout of monthly fashion magazine
- Designed individual editorial designs and layouts
- Photo Editor for magazine; reviewed photographers' submissions for inclusion in magazine. Collaborated on photo shoots
- Created original advertisements for various clients to be included in the publication
- Designed and created content for magazine's website

Graphic Artist, Bugle Boy Industries (New York, NY) 1994 - 1996

- Collaborated with fashion designers and merchandisers in the creation and implementation of designs for t-shirts, hangtags, labels, and other packaging
- Created logos and original art for use in promotional materials

EDUCATION

NYU Tisch School of The Arts
BFA in Film Production and Photography

Choate Rosemary Hall

SPECIAL SKILLS

- *Computer/Software*: Expert in Photoshop, Illustrator, InDesign, LightRoom, Quark Xpress, MS Office. Experienced in HTML
- *Social Media*: WordPress, Tumblr, Twitter
- Digital and analog photography
- Fluent in Italian; proficient in Spanish