

Michael Scanlan

Art Director • Graphic Designer

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SKILLS

- Art Direction
- Graphic Design for print and digital
- Illustration
- Photo retouching and compositing
- Concept Sketches
- Project Design
- Designing PURLs, blogs and emails
- Adobe Creative Suite:
 - Photoshop
 - Illustrator
 - InDesign
 - After Effects
 - Adobe Acrobat
- Affinity Designer
- Procreate

AWARDS

**Awarded Certificates of Merit:
Society of Illustrators
National Exhibitions**
35th, 36th & 38th annual exhibitions

**Creative Inking Award
of Excellencs**
Hammermill Papers

PROFILE

As an experienced senior art director and graphic designer, I have worked closely with creative teams, project managers and sales to ensure efficient project workflow from preliminary and final design, content creation, quality oversight and on-time delivery.

Team members have included: creative directors, graphic designers, writers, photographers and videographers.

WORK EXPERIENCES

Senior Art Director

Taylor Communications | 2001 - 2019

- Conceptualized, designed and produced B2B and B2C collateral including hyper-personalization materials (Brochures, direct mail, calendars, gift cards, promotional gifts).
- Supported sales teams and project managers by designing and creating branded sales materials:
 - PowerPoint decks including infographics and charts,
 - Motion graphics presentations (video)
 - Product mock-ups in both print and digital formats.
- Prepared and managed print projects from concept to completion. Extensive knowledge of printing processes both traditional offset and digital printing. This includes special coatings, die-cuts and embossing processes, paper specification, and preparation of images for lenticular printing.
- Collaborated with web developers to produce 88-page instruction manual and digital newsletter for Progressive Impressions International's proprietary, web-portal and platform, Conductor. Wrote the HTML/CSS for the Conductor platform newsletter.
- Collaborated with the creative director and web developers to develop concepts and designs for PURLs (personalized URLs). Created and optimized all content.
- Directed photo shoots, video shoots, audio production and oversaw post-production (concept to completion)