



Michael Ioffe

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SUMMARY

Integrated graphic designer with strong skills and experience in print, web, motion design and illustration. Successfully executed projects from initial concept to final implementation.

Concepting, developing and maintaining the creative look and feel for all cross-channel materials for a variety of clients by adhering to their branding guidelines.

Collaborate on a projects as a team member as well as work independently.

Digital portfolio: michael-ioffe-design.com/portfolio/

SKILLS

- Web design, print design, motion design
- Creating campaign-specific assets based on brand guidelines across design formats, physical and digital
- Designer level HTML5 and CSS3. Wordpress
- Digital Illustration. Freehand drawing: acrylic, pen & ink, color pencil, markers
- Storyboards

SOFTWARE

- InDesign, Photoshop, Illustrator, After Effects, Prezi, Wordpress, Dreamweaver,
- Microsoft Office Suite: Powerpoint, Word
- 3D SketchUp

EXPERIENCE

6/2012 – present
Pleasantville, NY

FREELANCE AND CONTRACT WORK

Contract work:

New York Power Authority (NYPA) — 2 year contract, in-house creative department.

The Transamerica Corporation — 2 year contract, in-house creative department.

BD Medical Technology — 3 months contract, in-house creative department.

Select clients:

Sandvik — interface design for tradeshow booth screens and devices.

Deltix — web design, logo design, infographics, PowerPoint presentations.

Crestron Electronics — logo design, After Effects animations, magazine advertising.

Breton Group — brochures design, magazine advertising, web design.

G3 Communications — e-books, white papers, PowerPoint presentations.

2006 – June 2012

The NPD Group
Port Washington, NY

SENIOR DESIGNER / WEB, PRINT

Responsibilities: client management, conceptualizing and implementing branding guidelines, coordinating with back end developers. Major contributor of ideas during strategic and conceptual brainstorming sessions.

The NPD creative team, utilizing an internal agency model and consisting of two designers including myself, turned over an average of 500+ projects a year under tight deadlines.

- Designed detailed mock-ups and coded in HTML all web templates in accordance with branding guidelines
- Designed logos, print pieces, Powerpoint presentations
- Designed and produced all Flash presentations for trade shows, animations for marketing campaigns and e-cards
- Created original art for custom and template-based designs for most of the company micro sites, e-mails and landing pages such as Advanced Analytics, 3dmarkettrends, *Food Market Research*, customized web campaigns

2000 – 2006

UBM
(United Business Media)
Manhasset, NY

SENIOR GRAPHIC DESIGNER

Produced multiple printed and web materials (web pages and micro-sites, media kits, logos & magazine ads) for technology trade publications, such as *VARBusiness magazine*, *Computer Reseller News*, *Electronic Engineering Times*, *InformationWeek*.

Worked closely with client, project manager and information architect to create, maintain and enhance group of corporate web sites using integrated branding and identity design approach.

EDUCATION

BFA. College of Design.
Concentration in Graphic Art, Identity and Industrial Design.

**ADDITIONAL
INFORMATION**

Art and design in all forms are a passion of mine.
Painting, drawing, sculpture (clay, wood, metal); building furniture.