

# MICHAEL VERSANDI

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## PROFILE

Over fifteen years of professional experience in creative design, print design, layout and production, program management, product design, UI/UX experience and brand development.

## SKILLS



### DIRECTION

- Strategic vision
- Client facing
- Budget conscious
- Brand development
- Creative team guidance and organization



### GUIDE TEAMS ON

- Online strategy
- Web development (code, design, UX)
- E-commerce
- Search engine optimization
- Email campaign management
- Social media



### DESIGN

- Graphic Design
- UX/UI/Visual Design
- Responsive Web Design
- Print Production
- Catalog / Newspaper / Magazine Layouts
- Package design / 3D Prototypes
- In store, floor displays, trade show



### PROGRAMS

- Adobe Creative Suite
- HTML5/CSS3
- Premiere
- CMS
- Email (Mailchimp, Constant Contact)
- MS Office

## EXPERIENCE

**Creative Director** - Promotion Associates, Inc. - East Setauket, NY - October 1999 - Present

*Clients include: B&G Foods, B&M Baked Beans, Beefeater Gin, Cream of Wheat, Green Giant, Stoli Vodka*

- Generate a variety of production-quality collateral for multiple mediums, including: print, web, mobile, advertising, events, trade shows, and large format graphics.
- Create digital assets to support multiple e-commerce sites, brand website, social media and other digital collateral.
- Advise on creative and technical issues involved in designing for various environments.
- Provide strategy and manage multi-discipline creative projects from conception to completion.
- Team Building - Weekly creative meetings, collaborative white board sessions, education Fridays and quarterly off-site meetings with outside training and interactive events.
- Producing designs for both internal and external communications.
- Social media management and advertising.
- Product photography and video production.
- Package design.

**Art Director / Lead Designer** - Kahuna Creative - Sound Beach, NY - November 2009 - Present

*Clients include: 20th Century Cycles, Billy Joel, Cabo Fresh, Inc., Ocean's Call Originals, Pineapple Hospitality*

- Create and manage a variety of marketing and promotional projects ranging from advertising campaigns and integrated graphic design to social media plans and websites.
- Collaborate with clients to create vision, conceive designs, and consistently meet deadlines and requirements.
- Effectively build, motivate and direct design and production teams.
- Coordinate freelance designers, consultants and vendors to meet all project requirements.
- Create and conduct persuasive sales and marketing presentations.
- Manage all operational, strategic, financial, quote/bid, staffing and administrative functions.
- Package and product design.

## EDUCATION

Art Institute of Pittsburgh • Bachelor of Arts Industrial Design