



MICHAEL ZIEGENHAGEN

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EMPLOYMENT **Art Director | Wunderman | 11.04 to 10.06**

Responsible for art direction on a variety of advertising, interactive and direct mail pieces for **Microsoft** and **Hewlett Packard**. Collaborate with internal creative directors and copywriters as well as client representatives to execute innovative branded materials including posters, advertisements, web banners, websites, catalogs and direct mail. Also responsible for the planning and art direction of photo shoots for Hewlett Packard. Collaborated on successful projects and pitches for clients such as **Office Depot, the United States Army, Samsung** and **Citibank**. Consistently praised for performance and exceeded expectations of both clients and supervisors.

Creative Director | Talent Gravy, Inc. | 7.02 to 11.04

Co-founder and Creative Director of boutique design agency with services ranging from branding initiatives, web development and print design to copywriting and illustration. Clients included the **United Nations Association, Allergan (BOTOX), BMW, Nextel, The Damnwells, Men's Health** and **Yahoo**. Responsible for management of creative resources, including interns and freelancers. Involved in all other aspects of agency management, including new business development, project management and print procurement. Established positive relationships with clients resulting in a strong word-of-mouth reputation.

Art Director | Freelance | 10.01 to 7.02

Worked in a freelance capacity on an assortment of projects. These include: websites, catalog design, publishing advertisement and illustration. Actualized pieces for a variety of clients including: **ING, Sprint, T.G.I. Fridays, Princeton University, Hertz, Abbot Pharmaceutical, Spier NY** and **Tribal DDB**.

Art Director | We Media Inc. | 03.01 to 10.01

Oversaw all art production for the We Media bi-monthly print magazine and 500+ page corporate site. Trained & managed an integrated team of designers and magazine editors to produce accessible online/offline content for the disabled community. Additional magazine responsibilities included layout, design, illustration, photo shoot direction, and pre-press coordination with third-party agents. Was also responsible for full-scale redesign of the We Media corporate site, and worked closely with the production, design, and technical team to implement weekly microsites for integrated magazine content modules.

Catalog Designer | Victoria's Secret Direct | 01.01 to 3.01

Worked in a freelance capacity with a development team to create multiple consumer catalogs. Headed up "look and feel" refresh studies. Conducted presentations, strategy sessions and collaborated with in-house design team. Earned praise for efficiency and innovation.

Designer | Internet Partnership Group | 12.99 to 11.00

Responsible for the design and production of the companies print collateral. Also responsible for the design of multiple websites, site branding, banner advertisements, and presentations.

Designer/Illustrator | Huckleberry Press | 05.97 to 12.99

Responsible for designing and illustrating children's books, novels, CD covers and advertisements.

TECHNOLOGY InDesign, QuarkXPress, Photoshop, Illustrator
Knowledge of HTML, Flash and web requirements on a front-end design level.

EDUCATION B.F.A. in Graphic Design, Hartford Art School, University of Hartford, CT

AWARDS Distinctive Merit Award, Art Directors Club Annual Awards
Graduated with honor of Cum Laude