



# MIKE KELLY

ART DIRECTOR • GRAPHIC DESIGNER

## ABOUT ME

I am an experienced Art Director and communications specialist with a proven track record driving business for diverse industries with a passion for creating sharp, professional, and unique designs and messages that immediately attract attention and drive positive responses.

I'm skilled in developing high-impact marketing materials, brand identities, and print and digital content. I'm dedicated to finding the most cost-effective and creative solutions for all challenges and I'm known for taking a hands-on approach to directing artists, writers, designers, photographers and illustrators. I'm skilled at collaborating with clients to bring bold, original and compelling concepts to life.

Please take a few moments to review my online portfolio at [www.mikekellyart.com](http://www.mikekellyart.com) for examples of my recent work.

## SPECIALTIES

- Branding / Corporate Identity / Logos
- Print Advertising / Collateral / Packaging
- New Business Pitches
- Typography / Illustration
- Presentation Design / Infographics
- Photography / Retouching
- Video Editing
- Websites / Social Media Content

## EDUCATION

1996 - 1997 - School of Visual Arts  
1985 - 1988 - University of South Carolina

## CONTACT

- Phone**  
(646) 287-8146
- Email**  
mikepup@gmail.com

## WORK HISTORY

- Present** (6 yrs) • **Art Director / Logo Designer / Graphic Designer - Freelance**
  - Provide Art Direction on small and large-scale projects from creative conception to completion
  - Create original graphic content for print, websites, social media and other marketing platforms
  - Clients: Arts Council of Windham County, Dummerston Cares, Brattleboro Literary Society, Spike TV, Polaroid, Gourmia, Coby, Jetson E-Bikes, Novo Nordisk, Bristol Myers Squibb, Novartis, Biogen, Sonofi, and AstraZenica
- 2012** (8 yrs) • **Art Supervisor - Cline Davis & Mann, New York, NY**
  - Built healthcare brands visually from the ground up, including developing color palettes, type families, illustration/photography styles, brand books, communication styles and points of view
  - Managed production of brand visuals (photo shoots, video shoots, retouching, illustrations)
  - Supervised art direction as liaison between Senior Art Directors/Art Directors and Creative Directors. Acted as an advisor to junior art staff
  - Maintained awareness of clients requirements to ensure the best visualization of the product or service while staying within prescribed budgets
  - Worked closely with Copy and Account Services as a cohesive team player to ensure strategic goals and objectives were met
  - Clients: Pfizer, Novo Nordisk, Bristol Myers Squibb, Novartis, Abbot Vascular, Bayer and Biogen Brands: Victoza, Viagra, Lipitor, Tobi, Lucentis, Humira, Zyvox, Xarelto, and Novolog
- 2005** (5 yrs) • **Art Director - Creative Network Systems, New York, NY**
  - Formulated art concepts and executed layouts for print and digital advertising and promotions
  - Created concepts for packaging, POP displays, trade show exhibits and outdoor media
  - Clients: Spike TV, Viacom, American Express, Sony, Brugal, Talenti, Reader's Digest, Reebok, Jose Cuervo, Brother, Con Edison, Davidoff, FDNY, and InDemand
- 2000** (2 yrs) • **Graphic Designer - MKA Ltd, New York, NY**
  - Developed concepts, graphics and layouts for product illustrations, company logos, and websites
  - Determined size and arrangement of illustrative material and copy, font style, size and color
  - Reviewed final layouts and suggested improvements if required. Made final edits as necessary
  - Flight checked and prepared final layouts for production. Created mechanicals for specific media
  - Liaised with vendors to ensure deadlines were met and materials printed to the highest quality
  - Clients: Showtime, Alliance of Resident Theaters, ABC, Yes Network, Independent Film Channel, National Geographic Channel, Disney Press, Hyperion, and Penguin Books
- 1998** • **Graphic Designer - MKA Ltd, New York, NY**

## SOFTWARE

- Photoshop
- Illustrator
- Bridge
- Powerpoint
- After Effects
- InDesign
- Lightroom
- Keynote
- Premiere Pro
- Behance

**Website**  
[www.mikekellyart.com](http://www.mikekellyart.com)

**LinkedIn**  
[www.linkedin.com/in/michaelkellyart](http://www.linkedin.com/in/michaelkellyart)

**What'sApp**  
MikeKellyArt

**Instagram**  
michaeltkellyart