

MICHAEL INNES

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CURRICULUM VITAE



“Mike is the guy you want on your design team. He loves to twist data and ideas around, squeezing every last possibility out of them until he’s positive he’s found the most creative and fresh concept out there. Then he’ll take those concepts and execute them flawlessly, making sure everything is perfect ... he’s the kind of guy who will push his team to do better, not just himself. And he’s an absolute riot to have around at the office. I’m always happy to hear I’ll be working with him, because I know I’m getting to work with a great guy who will make sure our designs are top-notch, and I’ll have fun doing it.”

Sara Howes, Former Co-worker
Linked In Recommendation

I have been professionally working for almost 10 years and I have gained an excellent knowledge in all areas of design. I am very passionate about the industry, and I love working with others to achieve thoughtful, engaged work. I see one of my major strengths being my versatility. I am proud to have worked with such a diverse client base over the years, gaining various perspectives and insights along the way.

PROFESSIONAL EXPERIENCE

Blue Diesel – Winter ‘08 to Present

Senior Interactive Designer

What I take from my time at Blue Diesel is a passion for technology and determination for excellence. At this company I primarily designed digital materials for touch screen tablet pcs like the Lenovo Thinkpad and more recently, Apple’s iPad. My tasks often included taking data points from medical research and turning them into compelling interactive assets that engaged doctors and allowed the presenter to navigate vast amounts of information quickly. I also worked on websites, e-mail campaigns, and eDetail aids. Understanding user experience, navigation, and design within stringent legal boundaries were all key components of my job. While there I’ve also mentored younger designers, lead creative on award winning projects, and have been active in representing the company by giving talks at the Adobe Users Group and reviewing portfolios of local college students.

Resource Interactive – Summer to Winter ‘07

Graphic Designer/Contractor

Resource is a place I was honored to work at. I was hired at the time work on the redesign of the graphic arts section of Hewlett-Packard’s website. Working with a small team of talented individuals, I worked on the design, usability, and user experience. I created layouts, templates, and final art. Guiding the developers, we brought this very complicated project to completion. The client was very happy with our ability to portray lots of information in a small organized space. Dynamic areas we designed allowed HP’s wide variety of offerings to be easily accessible. During my time there, I also worked on HP’s home server product line, pages for the Express clothing site, Pantene Pro-V artwork and other various web pages for use with Flash and AJAX.

Jobe and Associates – Spring to Summer ‘07

Graphic Designer/Contractor

Jobe and Associates was a place I never had so much fun working so hard. In a design agency that specializes in event branding, planning and conference management, I was able to create high budget designs for packaging, mailers, and a variety of other branded marketing materials. In addition, I traveled to work on site at the events as part of the mobile design team. Working with writers and photographers, our main function on site was to design, layout, and print a daily newsletter for the attendees each morning. As part of the team, I also handled last minute, fast paced on site client needs to keep the events running smoothly.

PROFESSIONAL EXPERIENCE - Continued

Nationwide Insurance – Winter '06

Graphic Designer/Contractor

I was brought in to bring fresh perspective to a new initiative called Nationwide Better Health. I worked on a design team that helped develop a new brand identity. We researched extensively, brainstormed, and worked with copywriters to design the sales collateral, postcards, and power point templates to go along with the overall identity.

The Navicor Group – Fall '06

Graphic Designer/Contractor

Navicor's clientele is primarily in the medical and pharmaceutical industry. I established an identity for a sales kit, designed e-mail reminders and a large RFP (which they won). I also designed multi-page layouts for sales aids, graphs, and an interactive PDF.

Mercy Response – Summer to Fall '06

Relief Worker/Camp Trainer/Volunteer

After hurricane Katrina hit, my wife and I decided that we wanted to help in a real way. We decided to take a risk– we quit our jobs and joined this organization for a summer. I served on a five member team helping with neighborhood rebuilding efforts, food donation, house gutting, and volunteer training. Also, I was part of the team that designed a hurricane evacuation plan for the relief camp. This risk ended up being one of the best decisions I've ever made, and I gained true life experience I will never forget.

PRISM Marketing Communications – Spring '01 to Summer '06

Graphic Designer

PRISM was my first design job out of college. It is a full service advertising agency with diverse offerings for a variety of clients. I designed logos, web sites, corporate identities, multi-page layouts, advertisements, billboards, publications, RFPs, packaging, trade show graphics, and various other print and web related materials. Being a small to medium size agency, I was able to get experience in a wide array of disciplines. I was responsible for creative design, mock ups, web site programming, web graphics optimization, photo manipulation, color correction, pre press, office computer maintenance and sometimes account work. It was my passion and interest in digital media that allowed us to begin offering more digital solutions as I learned web technologies in my spare time.

Grant Memorial Hospital Art Angels Program – Summer to Fall '00

Art Therapy/Volunteer

I volunteered with the program called Art Angels when I was in college. It is designed to care for cancer patients and their visitors through art. I worked with cancer patients by drawing or making craft projects with them, as well engaging in conversation to help them during their hospital stay.

EXPERTISE

Throughout my career I have freelanced both as a print designer and front end programmer. I have been working professionally with the Adobe Creative Suite my entire career. I am current up to the latest versions. I am in the process of learning Cinema 4D, Sketch up, Unity, and Javascript. I have a thorough understanding of Html (Dhtml, Xhtml) and CSS 3. I've worked with Wordpress, php, mysql and Jquery, and look forward to learning more about them as well.

*Thanks for taking the time to look over my curriculum vitae,
I look forward to hearing from you soon.*

Michael Innes

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2010 MM&M Award
Best Interactive Initiative for
Healthcare Professionals

James A. Burke Award
Johnson & Johnson



BFA - The Columbus College
of Art and Design
Class of '01

Nominee for Student
Excellence Award

National Deans List