

MICHAEL ORLANDO

ART DIRECTOR

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WORK EXPERIENCE

Biolumina (Omnicom Health)

Senior Art Director

(May 2024 - Present)

- Developing concepts for HCP campaigns, including two concepts chosen by client to go to-market for a Novartis targeted therapy that treats certain types of prostate cancer
- Directing on-site campaign shoots for photography and videography that include live sets and green screens for CGI, and managing the resulting post-production needs
- Supervising the artistic execution of print and digital omnichannel campaign materials, including directly overseeing junior team members' work across personal promotion (sales reps) and non-personal promotion (social media, Congress booths, banner ads, and more)
- Launching new product indications, helping to establish the creative looks and feels of core brand assets and revise brand style guidelines upon which derivative assets will be based
- Championing the agency-wide implementation of new creative processes and evolving creative softwares, including Figma

CMDS

Art Director

(June 2021 - May 2024)

- Implemented creative workflows for social media clients which has allowed us to scale, increasing client acquisition by 60%
- Spearheaded the design of wall art concepts, resulting in an increased scope and revenue of \$500,000

Coventry

Senior Multimedia Designer

(November 2020 - June 2021)

- Conceptualized, executed, and launched a new sub-brand expanding the company's market presence
- Designed, organized, and coordinated creative assets for print and digital marketing campaigns

KAL Design Co

Multimedia Designer

(August 2019 - November 2020)

- Led design and animation for an HIV awareness event attended by 3,000+ patient advocacy leaders and government officials
- Managed successful end-to-end video production, ensuring seamless execution of video shoots while consistently delivering high-quality content

Design Intern

(May 2019 - August 2019)

- Utilized iconography and infographics to effectively communicate complex scientific information
- Developed a modern packaging design for a whey meal replacement and plant protein supplement which highlighted key differentiators

Defender Emergency Products

Graphic Designer

(May 2017 - May 2019)

AWARDS

Bioluminary of the Month

Biolumina (Omnicom Health)

Website Design: Consumer (2020)

New Jersey Advertising Club

Digital Media Digital Campaign (2020)

New Jersey Advertising Club

EDUCATION

Bachelor of Fine Arts in Design and Animation

Monmouth University, NJ