

MICHAEL ORLANDO

ART DIRECTOR

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WORK EXPERIENCE

Art Director

CMDS (June 2021 - Present)

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

Senior Multimedia Designer

Coventry (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

Multimedia Designer

KAL Design Co, LLC (August 2019 - November 2020)

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

Design Resident

KAL Design Co, LLC (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 that resonated with their target audiences

Graphic Designer

Defender Emergency Products (May 2017 - May 2019)

- Created advertisements for ambulance and fire truck divisions which were featured in newspapers, magazines, and newsletters in the Tri-State area
- Established overall branding styles and aesthetics for digital and printed content

SKILLS

Adobe Creative Suites
Animation
Application Design
Audio Editing
Booth Design
Digital Illustration
Figma
Logo Design
Motion Graphics
Photography
Print Design
Social Media Design
Storyboard Creation
User Experience Design
User Interface Design
Video Editing
Videography
Web Design
WordPress

AWARDS

Website Design: Consumer (2020)

New Jersey Advertising Club

Digital Media Digital Campaign (2020)

New Jersey Advertising Club

EDUCATION

Bachelor's in Design and Animation

Monmouth University, NJ