

# MICHAEL DEMBICER

D E S I G N E R

WWW.MICHAELDEMBICER.COM

50 Sunset Hill Road | Simsbury CT | 06070

michaeldembicer@gmail.com

973.647.4270

*Michael has professional experience in web/interactive, usability design, print, environmental graphics, brand development, presentations and project management. His conceptual thinking blends with his technical expertise and creative vision to bring projects from development through completion, delivering the customer's desired outcome within tight deadlines and staying within budget.*

## EXPERIENCE

### Interactive Art Director

Active Ingredient-Torre Lazur Mccann – Parsippany NJ

June 09 – Present

Develop Web sites and interactive experiences for consumers and health care professionals. Work with internal teams to develop concepts and present to external clients. Determine project estimates, timelines and resourcing. Collaborate with Information Architect to develop sitemaps, wireframes and functional specs. Determine art assets that will be required for build and in what format the product should be provided. Create checklist, spec sheet and timing for delivering assets in line with Project Management's expectations. Assist and guide Brand Team with creating initial layout concepts and final production. Manage creative resources during design phase (art buying, studio, DIG and freelancers) to ensure production-ready assets are delivered to the development team and the original creative vision follows through. In April, developed and presented usability presentation to upper management and presented agency-wide.

### Senior Interactive Art Director

Daz Media – Hackensack NJ

October 08 – June 09

Collaborated daily with project managers, sales, strategy, video, 3D and development. Created engaging rich media and user-friendly interactive experiences for professional medical education, training and promotional initiatives. Seamlessly integrated video and 3D animation. Played key role in establishing and applying principles for creating the best user experience. Converted concepts developed from senior management strategy to visual product and presented both internally and to clients.

### Senior Interactive Designer

Ignite Health – Somerset NJ

March 08 – September 08

Played an integral role in establishing work flow and standard operating procedures for newly established design department. Collaborated with design team and creative director to produce intuitive and engaging web user experiences. Created consumer and professional Web sites in the therapeutic categories of breast cancer, chelation therapy, and IV pain management. Served as lead designer for Ignite Health's Novartis accounts: fostered and maintained collaborative, creative relationship with client; managed freelance design team and assisted creative director with new hires.

### Multimedia Designer

CogniMed Inc – Livingston NJ

March 07 – February 08

Developed Continuing Medical Education symposium materials, including PowerPoint presentations, program guides, invitations, magazine ads, postcards, signage and post-test/evaluation forms. Responsible for internal review of all artwork, on-site press checks and quality control of all deliverables. Collaborate daily with program managers, scientific affairs and editorial. Participated in new business presentations.

### Graphic Designer

Dentino Marketing Inc – Jersey City NJ

August 06 – March 07

Developed direct marketing materials from conception through production, including postcards, mailer inserts and invitations for all properties of Isle of Capri Casinos. Responsible for internal review of all artwork and reviewing press proofs. Assisted studio with production work. Collaborated with MasterCard direct marketing team to develop corporate presentations.

### Graphic Design Consultant

Michael Korman Designer – Madison NJ

March 06 – July 06

Acquired new business and maintained client relations while delivering the desired end product. Developed direct mail, renderings, package design, point-of-purchase, instructions, and sales collateral. Clients included Cardazone Design Associates, WebApps, Undercover Jeans and Dentino Marketing.

### Graphic Designer

Trajectory – Morristown NJ

November 05 – March 06

Responsibilities ranged from conceptual development through final brand design development of logos, stationery systems, collateral systems, direct mailings, large formats and Web site designs. Maintained quality control by providing on-press approval for print vendors. Developed strategies for project time management, scheduling, file archiving systems and troubleshooting.

### Graphic Designer

Lutron Electronics Inc – Coopersburg PA

November 04 – November 05

Responsibilities included maintaining and extending Lutron brand principles for all communication applications, including point-of-purchase, brochures, catalogs, sell sheets, order forms, and web-interactive. Collaborated daily with marketing, sales, copywriters and customer service to develop communication applications. Collaborated to develop strategies for project time management and file archiving systems.

### Graphic Designer

ARAMARK Corporation – Philadelphia PA

July 2002 – November 2004

Responsibilities included all stages from conceptual development through final design for interactive/web, print, large format, signage, and menu boards for all ARAMARK lines of business. Strategized with in-house and outside marketing teams, interior designers, architects and fabricators in developing the desired end product. Recipient of 3 quarterly recognition awards.

## EDUCATION

98 - 02

UNIVERSITY OF THE ARTS - PHILADELPHIA PA

Philadelphia College of Art and Design

BFA in Graphic Design

Minor in Digital Fine Arts

Recipient of Promising Artist Scholarship 98-02

## SKILLS

**PROFICIENT IN THE FOLLOWING PROGRAMS:**

(both MAC and PC platforms)

QuarkXPress, Adobe InDesign, Photoshop, Illustrator, Flash, Microsoft Word, PowerPoint and Excel.

Strong understanding of web technologies and the capabilities and constraints they imply on design.

Experience in digital photography, photo retouching and photo rendering.

Meticulous with mechanicals, prepress production and on-site press checks.