

MICHAEL JOHN TURNER

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Experience

INDEPENDENT MULTIMEDIA CONSULTANT for Pine Box Moving Company 2004-present

Assist an eclectic clientele consisting of musicians, designers, entrepreneurs and artists with a variety of paid and pro-bono services, including:

- establish effective branding and identity for small-to-medium B2C entities
- create simple yet compelling graphic design and illustration for both print and web
- support web and printed content with persuasive copy and expert editing and proofreading
- desktop publishing, from single- and multipage PDF documents to book layout
- perform basic web development and ongoing site administration
- develop Flash animations for presentations and banners for online advertising applications
- research and implement various web-based streaming audio- and video-delivery solutions
- effectuate and support online merchant point-of-sale solutions

ART DIRECTOR for Architerra Studios 2006-2009 (Austin, TX)

Establish the conceptual and stylistic direction and initiate multimedia solutions for a national luxury tile fabrication and distribution company:

- translate project briefs into effective visual solutions utilizing creative problem solving and best practices
- administer web properties and manage digital assets (assets optimization, maintain and expand content, perform basic SEO/SEM and specific web work via hand-coding, Flash, and light database management)
- create visual mock-ups and wireframes of products, services and layouts for peer and client review
- oversee and coordinate the work of photographers, offsite IT personnel and printers
- produce printed marketing materials such as brochures, flyers and catalogs (design, layout, copy writing, editing, proofreading and prepress)
- create vector illustrations and edit photographic materials for use in print and web

Skills

Computer/Web:

- fully proficient with Adobe Creative Suite (Illustrator, Photoshop, Flash & InDesign), Coda (hand-coded web text editor), and spreadsheet and word-processing software
- strong familiarity with XHTML, CSS2, jQuery, ActionScript, and various CMS and database solutions
- equally at ease with Mac and Windows platforms

Project Management:

- set and meet deadlines with variety of simultaneous projects/tasks
- prioritize and oversee delegated components with subcontractors
- assemble and quality-check contributions from team members and stakeholders
- incorporate input and feedback to deliver results in order to meet established goals
- coordinate complex publication schedules from start to finish, streamlining workflow and processes

Human Resource Management:

- comfortable and experienced in hiring, training and supervising employees, coordinating work from vendors, serving as liaison with industry/company peers, and handling customer service requests via e-mail, post and phone

Education

University of Texas, Austin, TX, Fall 1990-Spring 1994

- 81 hrs towards Bachelor of Arts in Psychology
- Continuing education classes in Illustrator, Photoshop and Color Theory (2007-2009)

Austin Community College, Austin, TX, Summer 2001

- Accredited course in Desktop Publishing

Special Achievements

- accepted to Copywriting program at the nationally recognized Creative Circus in Atlanta, GA, in 2006
- designed DVD cover for award-winning documentary film, *Six Man, Texas*, in 2007