

michael preston

ART DIRECTOR/GRAPHIC DESIGNER

Personal Information

Michael Preston
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Summary

Seasoned art director/graphic designer offering expertise in concept, design and production for a wide range of businesses in diverse industries.

Experience

Preston Design • Freelance Art Director/Graphic Designer • Irving, Texas

May 1995 to Present

- Provide concept, design, art direction and print production of promotional and collateral materials and magazine advertisements for national and regional accounts.
- Design, develop and launch website for manufacturer and reseller of performance automotive parts which included on-line purchasing and flash animation graphics.
- Develop internet marketing solutions for Crossville, Inc., the largest domestic manufacturer of porcelain stone wall and floor surfacing, including the following:
 - Developed a new site design/content to enhance ease of usability for consumers and professionals worldwide, resulting in three-fold traffic increase since initial site introduction in 1998.
 - Helped develop a new Internet-based product visualization system, allowing customers to visualize more than 4,620,000+ possible installed product pattern, color, border, grout and size combinations in a full range of room scene settings.
 - Produced the company's first internet based newsletter and product CD catalog.
- Designed, developed and launched entire corporate identity programs including corporate logo development, site design, and Internet marketing materials for startup TELCOM companies.
- Created first global Internet presence for Milan-based MAPEI, the world's largest manufacturer of surface preparation and setting materials, complete with bilingual Site (English/French).
- Designed website for high-tech start-up Monterey Networks, from its \$10 million startup in 1998 to its sale in 1999 to Cisco Systems for \$500 million.

Dal-Tile Corporation • Creative Director • Dallas, Texas

July 1990 to May 1995

- Responsible for the creative direction and print production on all printed promotional materials, photo sets and magazine advertising for the largest ceramic tile manufacturer in North America.
- Helped create the company's first full-service communications department.
- Helped reduced advertising and promotional expenditures by \$500,000 in first year alone while improving quality and quantity of creative services.
- Hired and managed a staff of full-time and freelance artists.

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- Getting quotes and dealing directly with printers, separators, photographers, stylist, set builders and outside freelance artist.
- Responsible for all post production, press checks and color approvals.
- Produced media presentations for the board of directors meetings.

The Shea Company • Creative Director • Irving, Texas

December 1988 to July 1990

- Help built this successful advertising agency sales to grow to more than \$1 million in less than two years.
- Responsible for concept, design, art direction and production on all print and promotional materials for national and regional accounts.
- Designed and produced all trade & consumer ads for national and regional clients.
- Hired and managed a staff of full-time and freelance artists.

Preston Design • Freelance Graphic Designer • Irving, Texas

April 1987 to December 1988

The Bolton Group • Senior Art Director/Graphic Designer • Dallas, Texas

April 1981 to April 1987

Davis Potter, Ltd. • Production/Layout Artist • Missauga, Ontario Canada

May 1980 to September 1980

Skills

- Skilled in using the following software on the Mac operating system: QuarkXpress 6.5, Photoshop CS, Illustrator 9.0 , Dreamweaver, Flash 3, Acrobat 7 and other related programs.

Education

Sheridan College • Graphic Design • Oakville, Ontario Canada

May 1980

- Honor diploma in 3-Year Graphic Design program.
- Received the Board of Governors Award for Academic Achievement.

References and portfolio furnished upon request.