

## OBJECTIVE

I am a unique, creative and talented leader whose goal is to benefit every client by telling their brand's story.

## ACCOMPLISHMENTS

Lead a team of 5 designers  
.....

Award winner, best political design (direct mail):  
2008, 2010, 2012, 2014  
.....

Conceptualized and created a successful major product launch campaign for a leading tool corporation  
.....

Writer, editor and designer of a music fanzine

## SKILLS

### TECHNICAL

#### PHOTOSHOP



#### INDESIGN



#### ILLUSTRATOR



### PERSONAL

#### LEADERSHIP



#### CREATIVE



#### WORK ETHIC



# MICHAEL ERIQUEZ

ART DIRECTOR / DESIGNER

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## EXPERIENCE

*THE STONERIDGE GROUP*  
*ASSOCIATE CREATIVE DIRECTOR*  
*4/04 - 8/17*

Led and managed creative on print and digital products

Worked closely with clients, copywriters and developers in creating and executing media where concept and visual impact was key to the success of the project

Conceptualized and designed a wide range of material including, but not limited to, responsive websites, social media campaigns, logos, identity, brochures, direct mail, advertising, and magazines

*LIFE UNIVERSITY*  
*GRAPHICS DIRECTOR*  
*8/99 - 12/02*

Designed and directed a bimonthly publication, *Campus Life*

Created an enormous range of material including, but not limited to, package design, advertising, posters, brochures, fliers, collateral, direct mail and logos

*MOTHERLODE CREATIVE SERVICES*  
*GRAPHIC DESIGNER*  
*10/97 - 7/99*

Conceptualized and created designs including, but not limited to, logos, ads, brochures, newsletters, fliers, posters, business collateral, and packaging

## EDUCATION

*SYRACUSE UNIVERSITY - 1996*  
*BACHELOR OF FINE ARTS*  
*ILLUSTRATION*