

michaelpekala



PekalaDesign.com

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experience

Graphic Designer, Absorbent Specialty Products, West Warwick, RI.

June 2018-Present

Though my title is “Graphic Designer,” I am the only designer on staff and am their graphic designer, art director, web developer, videographer, photographer, web master and email marketing designer and developer. I am Responsible for all of Absorbent Specialty Products business line designs, including the Quick Dams product line, as well as their Mortuary line. I design all the marketing collateral, which includes sell sheets, brochures, trade show graphics, business cards, letter head, retail packaging and retail packaging displays. I designed and developed the Quick Dam website, QuickDams.com in Wordpress, which includes an e-commerce store. I am also responsible for the design and development of Quick Dam email blasts, landing pages and form integrations through Mailchimp.

Proprietor, Pekala Design, West Warwick, RI.

Jan. 2009-Present

Graphic design, web development and illustration services for a variety of businesses including Wald Number Plates, Tribal Vision, The Allied Group, AtroNova, Performance Nutrition, and Rider University.

Instructor, Rhode Island School of Design CE, Providence, RI.

Apr. 2018-Present

Teaching teens illustration-based courses in RISD’s Continuing Education department that include *Comic Book Creator*, *Cartoon Anatomy: The Heroic and the Hideous* and *The Essentials of Cartooning*.

AstroNova, Art Director, West Warwick, RI.

Mar. 2017-Mar. 2018

Lead AstroNova’s corporate visual brand in marketing design & collateral, photography and video production. Provide art direction for all of AstroNova’s business units including Aerospace, Test & Measurement and Product Identification.

KVH Industries, Graphic Designer & Web Developer, Middletown, RI.

Mar. 2016-Mar. 2017.

Design and develop KVH’s responsive emails. Emails had to look great across any device (PC, tablet or phone) and in any email client like Outlook, Gmail, Apple mail and Yahoo. Used Litmus for testing.

QuickLabel Systems/AstroNova, Marketing Communications Manager, West Warwick, RI.

Aug. 2015-Mar. 2016.

Oversaw all design for QuickLabel and QuickLabel’s parent company, AstroNova. Led QuickLabel’s marketing strategy and efforts to generate leads. Played a critical role in rebranding Astro-Med to become AstroNova.

QuickLabel Systems and Astro-Med, Inc., Art Director, West Warwick, RI.

Aug. 2012-Aug. 2015.

Design and maintain QuickLabel’s world-wide brand across all marketing collateral including print ads, brochures, direct mailers, corporate videos, trade show booth designs, and email blasts. Art direct photo shoots, design and code html email blasts, film and edit customer testimonial videos, tech support videos, and any social media videos. Photograph new products.

Schneider Electric , Senior Graphic Designer, West Kingston, RI.

Mar. 2010-July 2012.

Lead concept development and visual design of Schneider’s advertising campaigns, carrying through the design and messaging across all collateral: print ads, direct mailers, brochures, web banners and booth graphics. Art direct junior designers on various projects including print ads, brochures, event booth skins and web banners.



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experience (cont.)

The Allied Group, Graphic Designer, Cranston, RI.

Oct. 2006-Mar. 2010.

Design various collateral: logos, brochures, direct mail and websites for clients like Yale University, Gencorp and Boston Children's Hospital. Lead designer and developer on all web related projects.

RiverzEdge Arts Project, Graphic Design Teacher, Woonsocket, RI.

Summer 2004, May-Sept. 2006.

Teacher, mentor, and art director to the "at risk and urban youth" of Woonsocket, RI, teaching them to create logo designs, brochures, cards, and letterhead for clients.

O'Connell & Associates, Graphic Designer, East Greenwich, RI.

Jan. 2005-Apr. 2006.

Head designer, graphic and layout artist for Penske Dealership's Inskip Automall's (encompassing 10 dealerships/brands) July extravaganza, "Inskip 1000." Responsible for ad layouts, logo designs, brochure designs, newsletter layouts, billboard designs, kiosk designs and story boarding for a wide range of clients.

education

Rhode Island School of Design, Providence, RI.

Graduated with honors, Feb. 2005. BFA in Illustration. Maintained an A (3.93) average.

Boston University, Boston, MA.

Graduated Magna Cum Laude, May 2002. College of Communications, BS in Advertising.

Recipient of University half-tuition scholarships for four years. Inducted into the International Honor Society, October of 2000. Presidential Host for Junior and Senior years.

continuing education at risd

Photography: An Introduction, RISD CE, Providence, RI. June-July 2014.

Learned how to use aperture, shutter speed and ISO to take photos with the proper exposure. Focus, framing and composition was discussed through the critique of weekly assignments.

Advanced Final Cut Pro, RISD CE, Providence, RI. Jan.-Feb. 2013.

Picking up where the intro course left off, this course covered some of the more in-depth features of the Final Cut Pro software.

Intro to Final Cut Pro, RISD CE, Providence, RI. Sept.-Dec. 2012.

Over the course of three projects in this course, I learned how to film and edit video to tell a story using the editing software Final Cut Pro.

platforms, programs & skills

MAC and PC. Adobe (CC) Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, Final Cut Pro, HTML, CSS, WordPress, Search Engine Optimization, Pay-Per-Click Advertising, Re-Targeting Display Web Advertising, Act-On Marketing Automation, Mailchimp, MS Word, MS PowerPoint, Salesforce.