

CAREER PROFILE

Creative, driven professional with over 20 years experience in design and product development and over 10 years of proven leadership in traditional and new media environments. A strategic thinker who seeks solutions by referencing past successes, and identifying and implementing new approaches through collaboration and focused research. A brand developer with the ability to act as both foil and champion to author, pinpoint and define the core strengths in a product or design brief and see them through realization within time and budgetary constraints.

EXPERIENCE

Freelance Photography & Design

April 2015 – Present

Mike Langone Design • Springfield, MA

- Create web, packaging, and print collateral for corporate and non-profit clients.
- Work closely with clients to determine project requirements and effective solutions either within existing corporate branding guidelines, or to define a new identity.
- Produce high-level product photography from table-top to large scale from shoot, through retouching and delivery.

Creative Director October 2010 – April 2015

Art Director August 2008 – October 2010

New Product Dev Lead February 2005 – August 2008

OmniGlow, LLC • West Springfield, MA

- Lead the creative and product development teams and collaborated with Senior Management, Marketing, and Manufacturing to create consistent marketing, product design, packaging, and brand identities for Omniglow, LLC's core properties as well as fostering key strategic OEM partnerships.
- As a member of the Senior Management team, identified and defined market opportunities for Omniglow, LLC New Product concepts and designs.
- Created prototypes, mock-ups, comps, concept renders, pitch decks, and presentations for internal stakeholder and customer review.
- Attended Press checks and approve vendor-supplied proofs prior to final print & manufacturing of all collateral and packaging materials.
- Developed customized floor, counter top, and shelf-based merchandising and display solutions for DTC in-store sales and promotion.
- Collaborated with internal purchasing and outside vendors to deliver projects on time, and at or below budget requirements.
- Defined all physical packaging materials and production printing processes.
- Designed, developed, and maintained all OmniGlow web properties and email marketing initiatives, as well as sites and email marketing for OEM clients.
- Actively worked with legal counsel to establish and enact processes to ensure that all packaging and products meet the legal guidelines and requirements for its market (e.g. CPSIA, ASTM F963-11, FTC, FDA).

Art Director February 2003 – January 2005

Edufusion, LLC • Boston, MA

- Created hybrid educational courseware for the higher education and advanced placement market, integrating traditional textbooks, interactive learning components, and classroom materials.
- Worked closely with content experts to synthesize a learning environment targeted toward each specific discipline.

EXPERIENCE

Art Director
Director of Multimedia
May 2000–February 2003

iLrn: Digital Learning Interactive • Medford, MA

- Led a team consisting of content developers, interactive designers, staff artists, and engineers to produce standards-compliant learning resources for higher education.
- Led multimedia production group in the creation of html and flash-based modules for introductory humanities classes.
- Collaborated with engineering to plan and implement effective site-wide design and architecture.
- Assisted in the transition of site from static HTML to a first of its kind dynamic learning management system.

EDUCATION

Bachelor of Fine Arts
Computer Art
June 1998

Savannah College of Art & Design • Savannah, GA

- 3D Animation & Motion Graphics Concentration

SKILLS

**Technology
& Software**

Adobe CC: Photoshop, Illustrator, InDesign, Lightroom
Microsoft Office Suite: Office, Excel, PowerPoint
Capture One • Sketch 3 • Cinema 4D • MailChimp
HTML • CSS3 • PHP • JQuery • Magento
Location & Studio Photography • Printing Standards

Platforms

Familiar with both Macintosh and Windows Operating Systems

Portfolio: www.mikelangone.com
References Available Upon Request