



MICHAEL I. ROCHE
Web/Print Designer
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Objective

I am seeking an opportunity to challenge and strengthen my skills as well as further my career in the fields of web development, graphic design and marketing.

Computer Skills

Print- Photoshop, Illustrator, In-Design, Quark, Corel DRAWx3, Smart Design, DraWings

Web- HTML, CSS [*Dream Weaver*], AS3 [*Flash*], PHP, MySQL, Java Script, Word Press, Joomla, SEO

Other- AfterFX, Final Cut Pro, Word, Outlook, Excell

Education

Platt College- Bachelor of Art in Web Development, San Diego, CA

Platt College- Associates of Art in Graphic Design, San Diego, CA

Employment

Creative Director San Diego CA

Montesquieu Wine

As Creative Director of Montesquieu Wine I oversaw the creative team to help develop wide range of brand identities. This team included copywriters, designers and programers. I also developed every aspect of ad campaigns based on the client's marketing plan, conceptualize those ideas for clients, assign projects to staff and verify the client's deadlines are being met.

Head Designer San Diego CA

Social Vision Marketing and Design

Identify recruits and manage a staff members. Produce strong branding and core identity strategies to be carried through marketing materials in order to create a cohesive and unique look for each campaign. Development of CMS and database driven web sites allowing clients to easily manage on line content. Conduct focus groups to ensure all materials are appropriate for target demographic. Design and implementation all campaign materials including but not limited to: bus shelters, billboards, mall kiosks, bus ads, magazine and news paper ads, flash banners, web sites and social media.

Freelance San Diego Ca

BMW, Disney, Etnies, Sony, The Invisible Children, Consciously Social, LG, Samsung, Motarola
Re-Branding (logo, press material, business cards, annual reports, web sites, ect)From concept to production and all aspects of print/web/ marketing material.

Other Skills

Presenter

Developed and presented "The Designer In You" and "Effective Social Media Strategies For Non-Profit Organizations".