

MICHAEL IAFRATE

Cell: 516-241-5008

Portfolio: www.iafratedesigns.com

Email: michael@iafratedesigns.com

Award-winning art director with 10+ years of hands-on design experience creating impactful work across multiple platforms for clients such as L'Oréal, CEW, Honeywell, Chase, Kraft Foods, Nabisco World and more. Thrives in fast-paced, deadline-driven roles with a keen strategic insight and contagious enthusiasm.

DESIGN EXPERIENCE

September 2011 – September 2018 **Lebhar Friedman, Associate Creative Director** **New York, NY**

- Designed global brand image of all business units within this publication company utilizing consumer magazines, tablets, product catalogs, responsive web designs, mobile apps and social media campaigns.
- Launched an award-winning, cutting-edge consumer beauty magazine distributed quarterly across multiple platforms to all Walgreens and Duane Reade royalty members nationally.
- Orchestrated the design and layout of Walgreen's 'Discover Beauty Within' publication while developing creative concepts and supporting materials for 360° Sweet on the Street advertising.
- Worked closely with copy and account services to ensure the creative needs of our brands were met.

February 2008 – July 2011 **Titleserv, Art Director** **Woodbury, NY**

- Conceptualized and produced print collateral, online promotions, microsites and presentations for all business units.
- Partnered with Sales, Marketing and the Executive Board to increase volume and closings in pipeline.
- Planned and produced a cohesive national brand identity and style guide for this \$30M title insurance company.
- Adhered to budget requirements while ensuring the best visualization of the brand.

January 2007 – January 2008 **CA Technologies, Creative Director** **Islandia, NY**

- Collaborated with Sales to develop compelling creative campaigns across multiple platforms.
- Directed in-house creative team to adhere to the Home and Small Office identity standards and style guide.
- Created and implemented strategic designs for consumer e-commerce site, retail packaging, presentations and advertisement campaigns worldwide.

March 2001 – January 2007 **Millennium Communications, Senior Art Director** **Syosset, NY**

- Lead hybrid designer for all web-based and print promotional materials at this interactive marketing agency.
- Pitched creative concepts to major packaged goods and banking clients including Chase, Kraft Foods, Nabisco World and George Weston Bakeries.
- Participated in new business pitches and established positive rapport with clients.

December 1997 – February 2001 **Computer Associates, Graphic & Web Designer** **Islandia, NY**

- Assisted with the conceptualization, design and production of Global Information Services division's advertisements, promotions, digital brochures and trade show collateral materials.
- Designed and developed complex internal websites and online employee productivity tools.

EDUCATION

1997 **Saint John's University Bachelor of Fine Arts** **Jamaica, NY**

- Specialization in Fine Art and Graphic Design

AWARDS

2016 **The Folio: Eddie and Ozzie Awards: Custom Publication: Frequency less than 6 times a year**

- Discover Beauty Within

2010 **BOLI (Best On Long Island) Awards: E-Commerce B2C & Web site design**

- The Little Flirt Web site • Capri Sun Web site • American Greetings Carlton cards Web site

FREELANCE DESIGN CLIENTS

- L'Oreal USA • CEW • IBM • Honeywell

SKILLS

- Photoshop CC • InDesign CC • Illustrator CC • PowerPoint
- WordPress • Microsoft Office • Base Camp • Liquid Planner