MICHAEL ATTAR, SENIOR GRAPHIC/UX DESIGNER

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United States

Profile

Highly creative and multitalented Senior Graphic Designer with extensive experience in digital marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed team management abilities. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budgets and over multiple brands.

Experience

Senior Graphic Designer, United States Fire Insurance Company/PTZ Insurance Agency LTD 2008-2023

Lead design and oversee creative campaigns in print, web, email and digital marketing for subscription based pet health insurance product while maintaining branding across multiple brands offered in a fast paced environment.

- Lead design on multiple branding/re-branding projects.
- Lead design on national magazine campaign ads and POP.
- Design/test/maintain from lead generation to enrollment through digital marketing (email/digital ads/landing pages) to website enrollment engine.

Lab Tech / Designer, Rick Black Photography Louisville, Ohio 1998-2008

In charge of all equipment purchases. Set-up / Maintain Network of 8 computers. Responsible for retouching, printing and archiving all digital photographs. Maintain RA-4 digital processor, large format printer and heat transfer printing system. Schedule / print large volume jobs meeting quick turn-around deadlines. Design personalized photo products and all promotional pieces such as mailers, brochures, catalogs. Assist and consult on photo shoots. Design and maintain company website.

Production Artist / Director of Packaging, Color Code, Inc. Canton, Ohio / Chicago, Illinois 1996-1998

Digital pre-press operations included color separation, color correction, hi-res image manipulation, trapping customer documents, layout and design, output of film, and creating color proofs. Design / layout, internal promotion and marketing. Director of Packaging Division - Manage field office in Chicago, working / training in the design / layout of food and dairy packaging, meeting with clients, scheduling and proofing of all jobs.

Education

Perry High School, Massillon, Ohio 1990-1993
Vocational Training; Graphic Arts/Printing Technology

The Art Institute of Pittsburgh, Pittsburgh, Pennsylvania 1993-1995
Associate in Specialized Technology Degree, Majored in Visual Communications - Honor's List

New Horizons, Cleveland, Ohio 2003
Completed courses in: Flash / HTML

Skills

Adobe Creative Suite, CMS Platforms, Pre-Press Print/Packaging Design, Brand Identity, Design/Layout, Photo Manipulation/Correction, Email Marketing, Web Design/Development (HTML/CSS/.NET), UI/UX Design, Project Management/ Creative Direction.