

Michael Chorvat

BFA May 1996,

Visual Communications

Northern Illinois University

DeKalb, Illinois

773.562.0640 mobile

25W756 White Birch Ct.

Wheaton, IL 60189

michaelchorvat@gmail.com

<https://www.linkedin.com/in/mikechorvat/>

SUMMARY

I am the creative team lead with an interest in brand development. My goal is to create communication pieces that span multiple channels while speaking with a unified voice. I seek to incorporate current technologies where appropriate and when they can add value.

EXPERTISE

Thorough understanding of printing processes and pre-press standards. Art direction for photographers and illustrators. Knowledge of web-based media, current CMS's, with an ability to write html and cascading style sheets.

SKILLS

Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Dreamweaver, Lightroom, Premier, After Effects, Audition. HTML, CSS, JS, Drupal, WordPress, Moveabletype, Constant Contact, Click Dimensions, Mail Chimp, Adobe Campaign Standard.

The Healthcare Financial Management Association, July '17–February '2026

Creative Team Lead

As the creative lead, I am responsible for defining brand standards, production workflow, creative asset management, mentoring colleagues, and providing creative direction and leadership across company channels. Creative deliverables are: print, direct-mail marketing, and event marketing; digital collateral including: e-mail marketing, advertising, social assets; audio/visual production: including promo videos and podcasts. Project management includes: stakeholder presentations, project ideation, vendor delivery, annual budget considerations.

Agency MSI February, January '16–January '17

Freelance Senior Art Director

Art direction, conceptual development, ideation, production; print collateral, packaging, digital media for Bed Bath & Beyond, Chamberlain, Craftsman, LiftMaster, Kenmore, Serta.

ThinkPiece Creative, July '09–January '16

Freelance Senior Art Director Private Contractor

Founded ThinkPiece Creative, managing all aspects of business development, relationship management, project management, staffing, and billing. Personally developed a client base ranging from small-sized medical practices, hospitals, boutique furniture retailers, and startup businesses, including: Gracik Makinney Real Estate Group, Mayana Chocolate, Physician Software, Systems Saint Anthony Hospital, and University of Illinois Hospital & Health Sciences System. Developed a process for project management and asset development and delivery that ensured project delivery, while maintaining client, staff expectations; Define, Design. Develop, Deploy.

www.wildercrossing.com

www.physoft.com

www.pelzfit.com

www.universaldentalclinics.com

www.brandysburridge.com

CB&I, (formerly Shaw Environmental) November '11–December '15

Digital Design Consultant

Managed all aspects—from original development to online delivery of content—of Wisconsin's statewide energy efficiency program, Focus on Energy; \$100 million in annual program budget. Directed the major redesign efforts, including directing the work of the agency-side creative and maintaining relationships with client-side marketing staff. Ultimately responsible for facilitating ongoing site maintenance. In addition, designed and developed the AEP Ohio Community Energy Savers website, which facilitates Ohio's statewide energy efficiency incentive program.

www.focusonenergy.com

www.communityenergysavers.com

Tribe Agency, 'February 07–June '14

Senior Creative

Developed communication solutions utilizing interactive and print-based media. Guided the creation of interface design and architecture for B2B and B2C clients that such as: United Stationers, Baby Planet, Liners Direct, and Ashor's Room. Integrated on- and off-line media using complex and dynamic content management systems. Managed the team and process for delivery of monthly maintenance products used in ongoing website upkeep.

www.biggestbook.com

www.bathwraps.com

Pratt Marketing Group, October '05–January '07

Graphic Designer

Concept development and creative execution for Northwest Community Hospital, Dolan McEniry Capital Management, and Discover Card Financial. Extensive independent work to solve communications problems, and participated in dynamic creative teams on projects that ranged from print collateral and direct marketing materials to web-based communications. Other responsibilities included client presentations, photographic art direction and press approvals.

SGDP April, '02–January '05

Graphic Designer

Primarily responsible for large scale business account, GBC: initial branding and concept development, packaging redesign and execution, and collateral development. Created client presentations, photoshoot art-direction, press checks, and final execution. Successfully moved from creative execution to individual project management to lead art director within three years.

iXL/Scient Inc., April '00–April '02

Senior Graphic Designer

Developed the primary visual elements of extranets for each of several Chamberlain brands: LiftMaster, Sentex Systems, Durasol. Expanded this work to include consumer sites for LiftMaster and Sentex Systems. Successfully moved from senior design on the domestic sites, to design lead on international builds.

Bagby & Company Inc. '97–April '00

Designer

Production work, press checks, photo shoots, client presentations. Expanded my responsibilities over the span of employment: advertising, annual reports, collateral, identity, packaging, photo art direction, press-approvals, signage, speaker support. Major client accounts: Arvin Industries, Deloitte & Touch Consulting, Sunbeam, Jim Beam.