

MICHAEL CHORVAT

BFA May 1996

Visual Communications

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SUMMARY

Innovative Creative Team Lead with over 20 years of experience in brand development and project management. Proven ability to define brand standards, execute cross-channel marketing strategies, and deliver engaging creative solutions across digital, print, and mixed mediums. Successfully managed annual budgets and stakeholder presentations while mentoring colleagues. Expertise in Adobe Creative Suite and web design technologies. Committed to driving brand success and enhancing user engagement. I am ready to lead dynamic creative teams.

WORK EXPERIENCE

07/2017 – PRESENT

Creative Team Lead, The Healthcare Financial Management Association, Chicago, Illinois

- Defined brand standards, streamlined production work flows, and organized creative asset management while mentoring team members and providing creative direction across company channels.
- Creative deliverables included: print materials, direct-mail marketing efforts, event marketing, digital collateral, e-mail marketing, advertisements, social media assets, produced audio/visual content, promotional videos, instructional videos, large format event mixed media, and podcasts.
- Managed projects through ideation sessions, stakeholder presentations, vendor coordination, final production, and annual budget considerations.

01/2016 – 01/2017

Freelance Senior Art Director, Agency MSI, Chicago, Illinois

- Executed art direction and conceptual development for print collateral, packaging, and digital media for clients such as Bed Bath & Beyond, Chamberlain, Craftsman, LiftMaster, Kenmore, and Serta.

07/2009 – 01/2016

Freelance Senior Art Director Private Contractor, ThinkPiece Creative, Chicago, Illinois

- Founded ThinkPiece Creative, overseeing all aspects of business development, relationship management, project management, staffing, and billing.
- Cultivated a diverse client base that included small medical practices, hospitals, boutique furniture retailers, and startups such as Gracik Makinney Real Estate Group, Mayana Chocolate, Physician Software Systems, Saint Anthony Hospital, and University of Illinois Hospital & Health Sciences System.
- Instituted a robust process for project management and asset development that ensured timely delivery while aligning client and staff expectations; Define, Design, Develop, Deploy.

11/2011 – 12/2015

Digital Design Consultant, CB&I, (formerly Shaw Environmental), Chicago, Illinois

- Orchestrated all aspects — from original development to online content delivery — of Wisconsin's statewide energy efficiency program, Focus on Energy, with a \$100 million annual budget.
- Directed significant redesign efforts, overseeing agency-side creative work and maintaining positive relationships with client-side marketing staff.
- Ultimately responsible for facilitating ongoing website maintenance and ensuring optimal functionality. Additionally, designed and developed the AEP Ohio Community Energy Savers website, which supports Ohio's statewide energy efficiency incentive program.

02/2007 – 06/2014

Senior Creative, Tribe Agency, Chicago, Illinois

- Crafted communication solutions utilizing both interactive and print-based media.
- Guided the development of interface design and architecture for B2B and B2C clients including 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 processes for delivering monthly maintenance products for ongoing website upkeep.

10/2005 – 01/2007

Graphic Designer, Pratt Marketing Group, Chicago, Illinois

04/2002 – 01/2005

Graphic Designer, SGDP, Evanston, Illinois

04/2000 – 04/2002

Senior Graphic Designer, iXL/Scient Inc. (Razorfish), Chicago, Illinois

09/1997 – 04/2000

Designer, Bagby & Company Inc., Chicago, Illinois

SKILLS

- Adobe After Effects
- Adobe Dreamweaver
- Adobe Premier
- Adobe Audition
- Adobe InDesign
- CSS
- Adobe Campaign Standard
- Adobe Illustrator
- Drupal
- Adobe Lightroom
- Adobe Photoshop
- HTML
- Adobe Creative Suite
- Adobe Photoshop
- WordPress

SKILLS

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.