

Michael S. Lanier

1006 Brown Street, Suite 211
Peekskill, NY 10566
914-659-7495
michael@sightgraphics.com
www.sightgraphics.com

Summary: A highly creative and motivated designer with a broad range of experience in both print and web design. Strong communication skills combined with effective time and budget management that results in efficient and successful job completion from start to finish. Extensively experienced in managing design staff and production staff. Thorough knowledge of pre-press and printing.

Software: Adobe CS4 Suite: Illustrator, Photoshop, InDesign, Dreamweaver, Fireworks, Flash, Freehand; AfterEffects, Quark Xpress, Director, Google Sketchup, Premiere, Final Cut, Microsoft Office, Excel, Powerpoint, & Word.

Packaging Designer, BPD Express - Elmsford, NY, 2007-2009

POP Display and Packaging Design. Design of concept drawings, structural design, marketing materials, quality checks, die cuts, and graphic prepress for paperboard cartons and corrugated fiberboard box display units and shippers. Creation of product placement renderings and sell sheets for Wal-mart, Sam's Club, Target, CVS, Walgreens, and other retail outlets for Kraft Foods.

Designer, Arcanna Inc. - Peekskill, NY, 2005-2007

Preprint and Web Production Artist. Handled all aspects of production and client fulfillment of digital graphics files, ftp posting, presentation boards, product comps, and photography for in-house projects. Client projects included: corporate branding materials, advertising, packaging, prepress, and web site design. Clients included: PepsiCo International, Kraft Foods, Port Jersey, Cento, Foodtown, Waverly, El Rio, Pastene, and many other international brands.

Graphic & Web Consultant - Westchester, NY, 2001-2005

Graphic and web design solutions for business in the Metro NY area. Projects included annual reports, corporate branding materials, advertising, package design, and web site design/implementation. Clients included: Absolut, Acorda Therapeutics, American Talent Agency, Glad, Guinness, Jose Cuervo, Kraft, Leukemia and Lymphoma Society, New York Life, PepsiCo, Smirnoff, and Spalding.

Art Department Manager, AME, Inc. - New York, NY, 1999-2001

Managed art department for an international children's sleep wear manufacturer. Evaluated AME's Mexico based sublimation printing program and developed consistent guidelines to increase output value and quality. Created a system for Chinese overseas spot color textile printing which decreased cost and improved the overall quality of the printed garments.

Art Director, RDI Electronics, Inc. - Valhalla, NY, 1996-1999

Directed and managed the graphics department for RDI Electronics and its subsidiaries: Core Technology and Diamond Properties. Projects included advertising, packaging, product catalog, and web site design.

Packaging Designer, Interbrand Schechter - New York, NY, 1995-1996

Collaborated with executives and agencies to implement a design system for automated package printing for AcDelco's worldwide auto parts division. The packaging system included graphic standards for packaging, point of purchase displays, and multilingual typesetting.

Graphic Designer, IBM S/390 Marketing Division - Fishkill/Somers, NY, 1992-1995

Managed graphics center for the IBM S/390 division. Worked directly with executives on multimedia presentations with high-pressure deadlines. Management included; workflow scheduling, employee software training, creation of digital management and archiving system. Projects include presentation design, including S/390 web page, and logo design for the S/390 platform division.

Education: 1991 BA Fine Arts - S.U.N.Y. Potsdam College, Potsdam, NY
1989 Corcoran School of Art, Washington DC