

Michael S. Lanier  
www.sightgraphics.com  
michael@sightgraphics.com

1006 Brown Street, Suite 211  
Peekskill, NY 10566  
p. 914.659.7495

**Design:** Strong production/management skills for print, packaging, and online media. Strengths include print and packaging layout, pre-press file creation, 3d package modeling, digital photography and editing, web site development, and presentation design. Experience working independently and/or in a team collaboration environment, including: corporate communications, sourcing print products, coordination of web/print workflows, press checks, and project cost estimates.

**Digital Skills:** Sixteen years experience with design software for print production, packaging, and multimedia projects. Eight years of experience in web media software and web site /user interface design.

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

**Packaging Designer, BPD Express - Elmsford, NY, 2007-2008**

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.

**Production Manager, 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.

**Production Manager, 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 International, Smirnoff, and Spalding.

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

Managed production 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 production documentation 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**

Designed the GM AcDelco automotive parts packaging system. Worked collaboratively with executives and agencies to implement a design based 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. Developed and delivered full design system including the final style manuals.

**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
2002	Identity & Branding, School of Visual Art, New York, NY