

Michael Gartsman

Highly passionate and disciplined senior graphic designer and creative director, seeking a rewarding position where I can work with a talented team to help make the world a better looking place.

Location

Los Angeles, CA

Website/Portfolio

Gartsman.net

Phone

818.312.4649

Email

Gart@Gartsman.net

Skills & Abilities

Creative Acumen

Logos & Wordmarks
Brand Styleguides
Branding Graphic Assets
Stationary
Brochures
Posters & Flyers
Pitch & Proposal Decks

Trade Documents
Case Studies
Graphic Apparel
Editorial Illustration
Editorial Layout
Book Layout & Pre-Press
Web Design

Technical Proficiencies

Adobe Suite
Photoshop
Illustrator
InDesign
Figma

Proj. Mgmt. Platforms
Microsoft Office
Windows/Mac
Paper & Pencil
PowerPoint

Employment History

Gartsman.net

08/2011 - CURRENT

Contract / Freelance Design Services

📍 Los Angeles, CA 🌐 Gartsman.net 🏠 Remote/Home Office

- Meet with clients in person or remotely to discuss and assess their business and formulate a plan/proposal/quote
- Engage in detailed and thorough communication with the client on the best strategies to use for their particular products and desired audiences and guide them through my workflow and process
- Manage all aspects of project planning, set-up, communication and feedback system
- Create presentations and layouts based on creative briefs and knowledge of best practices, then present concepts and moodboards to the client/team
- Employ an efficient editing process to cater to changes either requested by the client or at the behest of the designer in order to create the best possible product
- Work closely with the client to see projects through to launch and facilitate all necessary deliverables
- Maintain post-project-complete relationship with client to ensure future work and assist with implementation/consultation

Notes & Accolades

- Emphasis on detailed communication and building a strong rapport with every client to create a happy and comfortable work relationship
- Accrued a massive repeat client roster through word-of-mouth and active participation in online entrepreneur/design communities
- Created brand identities for several hugely popular media and content creators with hundreds of millions of views (ex. Reddit: *Showerthoughts* / 26.6 Million Subscribers , YouTube: *Household Hacker* / 4.8 Million Subscribers)
- Able to manage multiple projects at once and firmly balance creative tasks and project management equally

Onyx Design

12/2020 - 10/2022

Senior Web Designer / Co-Creative Director

📍 Los Angeles, CA 🌐 Onyxdesign.co 🏠 Remote/Home Office

- Meet and coordinate with internal and client teams for initial project assessment, ideation and general scope of project
- Create information architecture guides and detailed sitemap with other creative director, lead developer and internal project managers
- Curate and assemble moodboards and brand/layout example proposals to present to client for consideration and feedback
- Hold meetings with client and internal team to solidify and greenlight project aesthetic, brand identity and layout/formatting direction
- Work closely with internal project manager to create project timelines, required media requests, and general project workflow before initiating principle design
- Responsible for all layout, formatting, style systems, assets etc., fulfilling all company design tasks for website, print and brand design
- Work closely with internal project managers and co-creative director to provide client with detailed breakdowns and explanation for all proofs/designs submitted to client
- Meet with client and internal team to present designs/thought process and formulate detailed edit lists and feedback loop
- Apply all required edits to projects and finalize all completed assets and designs to give to the internal development team or client for utilization
- Communicate and work closely with internal project managers and development team to correctly implement all created website designs and direct usage/movement/interaction on live client site creation
- Assist project managers and dev team in administering any post-design wrap copy or design edits from the client
- Meet with co-creative director and project managers to assess overall project and discuss ways to increase efficiency, workflow and potential improvements in future ventures

Times10, LLC

10/2019 - 04/2020

Senior Graphic Designer/ Junior Creative Director

📍 Burbank, CA 🌐 Times10.net 🏠 On Location

- Participate in client intake meetings with creative director, chief marketing officer and project managers to assess and plan all incoming/ongoing projects
- Work closely with chief marketing officer and account/brand director to define all necessary copy and assets, create campaign concepts, pitch strategies and internal productivity presentations for numerous commercials and branding campaigns
- Coordinate and plan project design directions with creative director and COO
- Responsible for design of pitch decks/case studies/web design/graphic assets
- Assist motion/video team and COO in concept ideation and asset design
- Responsible for packaging/rendering/finalization of all company designed materials to be implemented/delivered to the client or internal development team

Notes & Accolades

- Created title cards for Adidas shoe commercial, branded swag kits for McDonalds/Adidas basketball tournament, extensive pitch and planning decks for Palm, Simplisafe and Canon

