

# michaelballoududley

## 10/13 - now Freelance Implementation Specialist & Designer

*Various • New York, NY & Greater Hudson Valley area, NY*

Contractual and freelance print production work for various branding agencies including Wolff Olins, FutureBrand and Verse Group. Development and production of brand guidelines, identity system deliverables and internal promotional print projects. Clients included IBM, Humana, 3M, Magellan Healthcare, ERA Real Estate, McAfee and Cadillac.

## 6/13 - 9/13 Senior Implementation Manager

*Interbrand • New York, NY*

Responsible for the planning, execution and project management of the agency's print production process for client deliverables in the Implementation department. Key driver for planning, production and execution of master production schedules for multiple clients, with a focus of proactively holding the entire agency accountable for critical dates to ensure production schedule is met. Process and track mock-ups, proofs, electronic templates and press proofs with vendors. Clients included Qualcomm and Mars (MyM&M's).

## 9/07 - 7/12 Director of Production

*Verse Group • New York, NY*

Responsible for all agency production, including art buying, print production, brand guideline development, retouching, mechanical builds and interactive content development. Work with creative teams from concept stage to ensure that the most innovative creative and production methods are employed. Develop agency file nomenclature and best file server practices. Actively seek and negotiate trade deals with key vendors. Interactive production involved development of HTML & Java in current corporate site, internal email campaigns, client site and microsite projects. Create client presentations on corporate staging server. Client list includes Lockheed Martin, Quest Diagnostics, Samsung, Starwood Hotels & Resorts, LexisNexis, Inverness Medical Innovations, NXP Semiconductors and Colgate-Palmolive.

## 6/06 - 8/07 AVP, Senior Production Artist

*Citi Global Wealth Management • New York, NY*

Directly reported to the Creative Director and supported the design team by producing all print collateral for key global client relationships. Built and maintained strong vendor relations for results-driven and budget-conscious procurement and assisted in development of Citi internal brand guidelines implementation and revisions. Researched and implemented sustainable design and production practices and developed guidelines for department-wide production processes.

## 7/04 - 6/05 Director of Production

*FutureBrand • New York, NY*

Director and hands-on member of a highly skilled production team for an award winning branding firm in both the corporate identity and consumer packaging disciplines. Developed mechanicals for projects with the corporation's global offices and developed strong relationships with national and international vendors to assure timely, profitable and quality client deliverables. Successfully produced and implemented complete identity systems for Air Canada, Aflac and Constellation Energy, as well as developed and produced projects for corporate clients including UPS, Marriott, Intel, AMD, Avianca and SamGoody. Developed production mechanicals for Verizon Wireless device packaging. Other packaging clients included Microsoft, Cadbury Adams, Scotts, Welch's and Taco Bell. Responsibilities ranged from coordinating with executive managing partners to digital file development and archiving.

## 3/99 - 2/02 AVP, Senior Communications Specialist

*Morgan Stanley • New York, NY*

Responsible for the design and production of print and online promotional projects for the national marketing department of the Fixed Income Division. Responsible for the implementation of two new brand identities through the course of two mergers, developed all mechanicals and attended all press checks to assure quality control. Hired local designers, photographers and artists and served as a liaison between a Chicago-based creative services agency and local area printers.

## 7/98 - 12/98 Senior Graphic Artist

*Doubleday Direct, Inc. • New York, NY*

Responsible for the design and production of direct mail catalogs for 18 different book clubs. Scheduled workflow, developed and implemented design guidelines, facilitated design and format changes and assisted in creating a network wide font-management system for over 40 different book clubs.

Mac/IBM *Expert:* Adobe CC (Illustrator, InDesign, Photoshop) | *Intermediate:* Flash, CSS, Javascript, HTML

Education	2003	Certificate Program	Interactive Media/Design	Pratt School of Design, New York
	1992	Bachelor of Arts	Advertising/Public Relations	University of Central Florida
	1992	Minor	Soviet Area Studies	University of Central Florida