

Michele Gilman  
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www.designvoice.com | design@optonline.net



## EXPERIENCE

2002 – Present

• **Display Artist/Art Director:** “**Trader Joe’s**” Unique Grocery store. Front line hands-on Art Direction, design and construction of in-store painted signage, POP displays, interior structures and window painting for multiple locations including Commack, Oceanside, and Hartsdale NY; Woodmere, OH, Hyannis, MA. Use of various media including paints, wood and electricity. Highly commended for creativity, quick turnaround and clever concepts. Frequent compliments from customers. Work garnered Commack, NY Trader Joe’s 2003 Store of the Year for General Information Signage.

1999 – Present

• **Creative Director/CEO** of branding consultancy: **designVOICE, inc.:** “*Creative Solutions*”; A business-first approach to branding and efficient creative problem solving. Hands-on design and development. Manage projects/budgets, communicate with programmers and clients. Train others in design software and sound editing. Guest lecturer at schools, speaking on interactive design and marketing. Frequently commended for keen sense of unique client needs, ability to exceed expectations within tight deadlines and budget constraints.

### **Clients Including:**

- **BankTrade-CSI:** Global Trade Finance software firm, over 30 years. From 9/2001 – 8/2002, I developed a complete branding package including: corporate ID, interactive presentations, GUI update for software, tradeshow/print collateral, signage, and just-in-time design needs. Client and global customers exceptionally pleased, efforts showcased as main attraction of user conference June 2002. Design/development of Flash-based sales tool, responsible for \$10 million sales leads. Design/ development of corporate web site including Flash demo with voiceovers: [www.banktrade.com](http://www.banktrade.com). *Other samples upon request.*
- **Applied Energy Group:** Consulting firm to utilities, over 20 years. Since 2001, I am their sole design source for clients such as Con Edison, LIPA and KeySpan Energy; developing corporate ID and interactive projects within tight deadlines and stringent requirements. Frequently commended for ability to “hit the nail on the head” quickly with appropriate design, increasing customer interest and client revenue. Art direction, design, template production of Web sites including: [www.conedprograms.com](http://www.conedprograms.com), [www.lipaedge.com](http://www.lipaedge.com), [www.aegonline.com](http://www.aegonline.com).
- **ABC National TV Sales Promotion:** Network TV promotions for corporate clients. Since April 2000, ABC’s source for development of short-term online sweepstakes/promos with banners linking from affiliate sites and TV spot tie-ins on affiliate stations. Regarding my ability to deliver the right creative solution within extremely tight deadlines and budget constraints, client has remarked: “You are awesome, we want to clone you! Thanks for another terrific one – even more to follow!”

### **Projects including:**

- **Boiron Pharmaceuticals:** “Oscillocoquinum” interstitial online “eyeblander” ad - sample: [www.eyeblander.com/WebSite/new\\_archive/december/oscillo/oscillo.htm](http://www.eyeblander.com/WebSite/new_archive/december/oscillo/oscillo.htm)
- **Boston Beer/Sam Adams:** “Winning Stroke” sweepstakes promo - sample: [www.samadams.com/golfpromo2000/](http://www.samadams.com/golfpromo2000/)
- **CHAMPS Sports:** “X-treme Summer” sweepstakes promo - sample: [www.designvoice.com/champs](http://www.designvoice.com/champs)
- **Food TV Network:** Promo for Emeril’s E-Awards - Oscar 2000 tie-in - sample: [www.designvoice.com/emeral](http://www.designvoice.com/emeral)
- **Hyundai:** “Team Matches” sweepstakes promo - sample: [www.designvoice.com/hyundai](http://www.designvoice.com/hyundai)
- **Jeep:** “One in a Million Jeep” sweepstakes promo - sample: [www.designvoice.com/jeep](http://www.designvoice.com/jeep)
- **MAMMA MIA!:** Broadway show Philadelphia tour sweepstakes promo - sample: [www.designvoice.com/mamma-mia-promo](http://www.designvoice.com/mamma-mia-promo)
- **Mercedes Benz:** “Oscar Parties” Academy Award viewing parties sweeps success metrics mini-site: [www.designvoice.com/mbusa-oscars](http://www.designvoice.com/mbusa-oscars)
- **Pocketcard:** promo for “CyberSecond”, ABC7 Chicago.- sample: [www.designvoice.com/pocketcard](http://www.designvoice.com/pocketcard)
- **Ricoh:** “L.A.’s Messiest Desk” sweepstakes promo - sample: [www.designvoice.com/ricoh](http://www.designvoice.com/ricoh)
- **Riveted by Lee:** “Hollywood Style” sweepstakes promo - sample: [www.designvoice.com/leejeans](http://www.designvoice.com/leejeans)
- **TOYS R US:** “Real Rescue Heroes!” 9/11 Rescue worker meet promo - sample [www.designvoice.com/toysrus/rescueheroes](http://www.designvoice.com/toysrus/rescueheroes)
- **TOYS R US:** “Make a Flag, Make a Difference!” 9/11 Relief fund promo - sample: [www.designvoice.com/toysrus/makeaflag](http://www.designvoice.com/toysrus/makeaflag)
- **TOYS R US:** “Random Acts of Kidness” Holiday coupon promo - sample: [www.designvoice.com/toysrus/kidness](http://www.designvoice.com/toysrus/kidness)
- **TV GUIDE:** “TV Guide Rocks You to the American Music Awards” sweepstakes promo - sample: [www.designvoice.com/tvguide](http://www.designvoice.com/tvguide)
- **Baruch College, CUNY:** Guest lectures on interactive design, commended for inspiring students.
- **Bay9, Inc.:** Logos and site design on retainer during 2000-2001. Client pleased by quick delivery of exciting design to suit target audience
- **Healthcare Village Network:** Portal redesign for doctors and healthcare community. (*sample upon request*)
- **Global Learning Systems:** Interactive training CD (Director production and Lingo programming for existing content)
- **Hendriks Institute:** Guest lectures on interactive design; commended for inspiring students and assisting with student portfolios.

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- **iBasecamp, Inc:** HTML Emailer promo for **Mikasa**; overnight rush job design and production (sample: [www.designvoice.com/mikasa2](http://www.designvoice.com/mikasa2))
- **NDS Americas:** Design of interactive TV graphics using Chyron Lyric (GUI for demo - *sample upon request*)
- **Nisen Japanese Restaurant:** Art Direction, design, production, photography and copywriting for web site: [www.nisensushi.com](http://www.nisensushi.com)
- **Sales Machine/Euro RSCG:** Interactive Pharmaceutical presentation for MOBIC, rush job including voiceovers and Director production/Lingo programming for existing content - *sample upon request*

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Sept. 1993 - Sept. 1999 (full-time), Sept. 1999 - Dec. 2001 (consulting partner)

• **Hands-On Art Director, MultiMedia Associates, Inc.**, Melville, NY. Responsible for all graphics, voiceovers, video & sound since company's inception. Furthered growth, increased revenue and helped shape image of company through effective design, sound and copywriting. Supervised and trained staff in Director/Lingo, Dreamweaver, Photoshop, Flash, Fireworks, and video/sound editing. Managed projects, in close communication with programmers and clients. Commended for efficient production and ability to meet client demands. Design of all corp ID; Art direction, design and production of web site: [www.webmma.com](http://www.webmma.com)

**Accomplishments:**

- Design of GUI/programming for seven major LIPA/KeySpan Energy R&D Initiative Award e-learning programs focused on customer information and corporate training; CD-ROMs and kiosks.
- Design of GUI/programming of sales education programs developed for GE Harris won LISA (Long Island Software Award) "Best Business Productivity Program of 1998".
- Character design, animation and programming for "Captain Energy and his EcoAdventures" - children's environmental discovery game CD-ROM won Curriculum Administrator's Award "Best Software Program of 1998"; "National Library Association commendation", 1997.
- Character voiceovers, Art Direction/Design of characters, programming and game environment for "Girlforce & the Case of the Garage Sale Genie": self-esteem building interactive game for girls 9-13, based on story developed by a cognitive psychologist. In-depth demo available for review.

**Other Projects Including:**

- o **Advance Relocation** – Art Direction, design, production supervision of web site; featured on Martha Stewart TV show: [www.advancerelocation.com](http://www.advancerelocation.com)
- o **Advantage Funding of NY Corp.**: Art Direction and design of web site: [www.advantagefund.com](http://www.advantagefund.com)
- o **Applied Energy Group**: Logo, Art Direction and design of original version of web site: [www.appliedenergygroup.com](http://www.appliedenergygroup.com)
- o **Avstar Aviation, Ltd.** - Art Direction, design and complete production of web site: [www.avstaraviation.com](http://www.avstaraviation.com)
- o **Compliance Plan for Doctors** - Art Direction, design and production supervision of web site: [www.complianceplanfordoctors.com](http://www.complianceplanfordoctors.com)
- o **Center for Divorce Mediation**- Art Direction, design and complete production of web site: <http://www.lidivorcemediation.com>
- o **ELM Logistics** - Art Direction, design and production supervision of web site: [www.elmlogistics.com](http://www.elmlogistics.com)
- o **Progressive Technologies Ltd.**- Corporate ID/logo, Art Direction, design of web site: [www.progtechltd.com](http://www.progtechltd.com)
- o **San Francisco International Airport**: Art Direction, interface design, flash and page template production, production supervision of Emergency Evacuation Training for corporate intranet. Sample available upon request.
- o **Rafferty Energy Group** – Corporate ID/logo, Art Direction, design, template production of web site: [www.enrg.com](http://www.enrg.com)
- o **Ruttura Concrete Contracting** - Art Direction, design and complete production of web site: [www.ruttura.com](http://www.ruttura.com)
- o **Taskforce Against Childhood Violence**: Art Direction, design and production supervision of web site: [www.stopchildviolence.org](http://www.stopchildviolence.org)
- o **United Lifeline** - Art Direction, design and complete production of web site: [www.unitedlifeline.com](http://www.unitedlifeline.com)

May 1999 - Sept. 1999: **Web Instructor, Hendriks Institute, NY**: Taught web design and marketing with focus on Macromedia design tools. Highly praised for innovative assignments and inspiring students. Currently speak at Hendriks portfolio seminars on topics of design, self-promotion and working with production teams.

1990 - 1993: **Freelance design, video, and voiceovers, Clients Including:**

- **WBLI radio**, NY - Voiceovers for 'Fun4ALL' commercial spot
- **Fun4ALL**- Industrial video for children's play center.

**Education**

1990: BFA, Tufts University/School of Museum of Fine Arts, Boston, MA.; 1985 - 1987: School of Visual Arts, NY – Major in Illustration.

**Skills**

Concept Design, Design Strategy and Marketing, Interactive/Web design/production, Graphics, Copywriting, Teaching, Public speaking, Programming & Debugging (HTML, Lingo, Actionscript), Troubleshoot Macs & PCs, Macromedia Director, Dreamweaver, Fireworks, Flash, Chyron Lyric, Adobe Photoshop, Illustrator, Microsoft Visio, PowerPoint, QuarkXpress, etc. Photography/Video (Toaster, Premiere & 3/4" manual). Corporate and character voiceovers, Sound editing (SoundEdit16), Hand constructed in-store signage, Paints and Woodworking, Flexible graphic styles. Highly ambitious, self-motivated, learn quickly, excellent listener and communicator concerning client needs. Cartooning, painting, murals/faux-finish, Improvisation/stand-up comedy, Event planning, Party clown/balloon animals/face painting/karaoke. Fluent German, conversant French.

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