

# MichaelKranz

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Websites. Banner Ads. Brochures. Stationery. Signage. And More...

## EXPERIENCE

Freelance Work 2002 – Present

Clients include

**The Learning Maestros** – Initial Branding and Website design and development  
**Slideluck Potshow** – Website redesign (in progress)  
**Unitarian Universalist United Nations Office** – Full Campaign, including Logo Redesign, Brochures, Poster and Website development  
**Obsessive Compulsive Foundation** – Rebranding, Dynamic Website, Poster and Stationery  
**Tiffany Atlas** – Fashion & Wedding Photography Portfolio Websites  
**Utility Manufacturing Company** – Print Advertising and Website redesign;  
**Raritan** – Online Flash and Video Ads;  
**ClubMom.com** – Online Flash and Video Ads

Interactive Designer, **Taylor Design** 01/06 – 01/07  
Stamford, CT Freelance: 01/07 – Present

Projects include:

**MasterCard** – Regularly executed web projects, e-mail campaigns and other interactive elements  
**Online Publishers Association** – Built web presence (e-mail, website) for OPA's Global Forum  
**Team Velocity** – Created promotional materials and signage for sports event sponsorship (PGA Tour, Nascar, FedEx, MasterCard, etc.)  
**Merrimack College** – Designed Admissions microsite  
**Vivatone** – Built online ordering system for print ads  
**Sarah Lawrence College** – Shaped web adaptation of alumni magazine, reflecting as much of the magazine's visual design as possible  
**Insight Express** – Generated banner ads and other designs for online market-research firm  
**Behavioral Science Technology, Inc.** – Designed and developed interim corporate website during the company's rebranding (this is now their permanent site)  
**TradeCapture** – Crafted trading platform interface, e-mail campaigns and website modifications  
**Residual Value Insurance** – Planned and set up new website, as well as a new site for subsidiary company, Lease Valuation International  
**Achillion Pharmaceuticals** – Programmed and maintained corporate web presence

## TECHNICAL SKILLS

### Software

Adobe CS3 (with a focus on Photoshop, Dreamweaver, Flash, Illustrator and InDesign)  
Quark Xpress 7.0  
Microsoft Word, Excel, Powerpoint

### Programming Languages (in order of expertise)

CSS & X/HTML  
Actionscript 2.0  
PHP  
MySQL  
Javascript  
ASP

### Platforms

Macintosh, Windows

## AWARDS

**Gold Award  
at the 23rd Admissions  
Marketing Report Competition**  
for Merrimack College  
"Discover" Microsite (03/08)

**Award of Excellence  
from the Connecticut  
Art Director's Club**  
for Lease Valuation  
International Website (06/06)

## EDUCATION

Oberlin College  
Oberlin, OH  
BA: Visual Arts, May 2000