

MichaelKranz

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

EXPERIENCE

Freelance Work 2002 – Present

Clients include

Anatomy Media – Flash animation and development

Tweak Creative – Flash animation and development on collaborative projects

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 CMS-powered 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**
Stamford, CT

01/06 – 01/07

Projects include:

Freelance: 01/07 – Present

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

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