

Michael Morel

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Art Direction

Art Creation

Design

EXPERIENCE

2011-present	Interactive Art Director / Designer	LLNS	<ul style="list-style-type: none"> Concepts interactive products such as apps, games, websites and banners, including strategic utilization of traditional and social resources Creates elements for interactive projects including look & feel, storyboards, concept art and final art Interactive and print technical advisor to staff Supported company art creation as needed
2005-2011	Design Group Specialist	LLNS / Lyonheart	<ul style="list-style-type: none"> Concepted, created and composited original art and design styles for client presentations, ads and boards Created and composited art, illustrations and charts for print and interactive projects Color corrected and touched up all final art Designed and created CUE templates Technical advisor to creative staff Acted as backup night Studio Manager Supported Studio Production as needed
2009	Art Director / Designer (Freelance)	Campfire	<ul style="list-style-type: none"> Project: SXSW Interactive Panel "Living in Your Own Branded Entertainment Experience" Concepted and designed all promotional materials including digital assets, buttons, flyers and audience engagement puzzle
2008	Writer / Actor (Freelance)	Campfire	<ul style="list-style-type: none"> Project: HBO <i>True Blood</i> Transmedia Campaign Wrote as multiple vampire characters for public forum
2007	Art Director / Designer (Freelance)	Campfire	<ul style="list-style-type: none"> Project: Pontiac / Maxim "Motorati Island" Campaign Concepted and designed "Motorati Island" passport Designed "Motorati Island" online tie-in for Maxim Hot 100 Created additional support materials for ongoing campaign
2005	Designer (Freelance)	Campfire	<ul style="list-style-type: none"> Project: Audi "Art of the Heist" Transmedia Campaign Created digital support materials for integrated campaign
2005-2010	Designer / Head Editor	Two Backed Books	Branding, design and layout of POD book line
1998-2005	Computer Aided Designer	LLNS	Created, conformed and pre-pressed materials for print production
1998-2010	Designer / Head Editor	CS Magazine	Branding, design and layout of nationally distributed magazine

SKILLS

Puzzles PDF Vector Adaptable Paint Templates Professional PC Social Media
 UX/UI Interactive Resolution Artwork Cross-platform Mac Story
 Understanding Paper Print **Creates** Projects Wireframes
 Icons Pitch Materials Techniques Websites 360°
 DataVis **Concepts** Graphic Constructs Complex Kiosk Apps HTML5
 Charts Knowledgable Colorspace Efficiently Directs Games Apps CUE
 Illustrations RGB Colors **Designs** Layout Documents Quality
 Typography Fonts LAB CMYK HSB Art Implements Manages Work-flow Client
 Photo-realistic

TOOLS

- Ps
- Ai
- Id
- Fl
- Dw
- Fw
- Br

EDU

University of Colorado (Denver) Theater Major

ETC

2007 RX Club Award of Excellence Lyonheart Company Branding
 Published Short Story Writer