



michael paladino

graphic designer

professional profile

A creative thinker and explorer whose skills include logo creation, brand development, advertising, media, publication design, promotional design, print collateral and website and digital media.

contact

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→ 631.521.5225

education

1991-1993

SUNY Farmingdale

Associates Degree, Advertising
Art and Design

2000

Hendriks Institute

Certification in Graphic
Communications

skills



work experience

2017 - Present | Wilde Productions

Senior Graphic Designer | Web Designer

- Managed projects and customer relations related to web design and print design.
- Designed websites & assets using Wordpress, Wix, Photoshop, Illustrator, and InDesign.
- Design and layout for various promotional materials such as email campaigns, posters, brochures, catalogs, advertisements, company logos, and internet websites.
- Meeting with clients to determine marketing and design vision, scopes of work, and budgets and deliverable time-frames.
- Designed Print and Digital material for various automotive dealerships from the Wilde Automotive Group.
- Worked closely with such automotive brands as Chrysler, Dodge, Honda, Jaguar, Jeep, Land Rover, Lexus, RAM, Subaru, Toyota and Subaru to adhere to all brand specifications.

2016 - 2017 | Richner Communications, Inc.

Graphic Designer

- Responsible for designing high-quality creative print ads for various local clients for the Long Island Herald Community of Newspapers which include: Baldwin Herald, Bellmore Herald Life, East Meadow Herald, Lynbrook/East Rockaway Herald, Elmont Franklin Square Herald, Freeport Ledger, Long Beach Herald, Merrick Life Herald, Island Park/Oceanside Herald, Rockville Center Herald, Seaford, Herald Citizen, Valley Stream Herald, Wantagh Herald Citizen, Malverne/West Hampton Herald, Gold Coast Gazette, Riverdale Press and The Jewish Star.

2013 - 2016 | Custom Design Magazines

Senior Graphic Designer

- Meet with clients to establish a vision for design.
- Creative development, design and layout for client magazine.
- Ensured that the layouts are produced in time to meet production and printing schedule.
- Developing print and digital marketing materials such as brochures, catalogs, advertisements, and website graphics.
- Worked closely with such air conditioning brands as Amana, American Standard, Bryant, Carrier, Diakin, Goodman, Lennox, Rheem and Trane to adhere to all brand specifications.

2001 - 2011 | Guest Service Publications, Inc.

Senior Graphic Designer | Web Designer

- Create, manage and maintain company internet site and client websites with key responsibility for creation of web content.
- Develop graphics and layouts for posters, brochures, catalogs, advertisements, company logos and website graphics.
- Meeting with clients to determine marketing and design vision, scopes of work, and budgets and deliverable time-frames.
- Ensure the accurate, consistent and high-quality output of print and pre-media artworks files.
- Developing, designed and created local area maps used in hotel area guide publications for cities such as, Greenwich, CT, Liberty State Park, NJ, Newport, RI, New York City, NY, Long Island, NY, White Plains, NY, Philadelphia, Pennsylvania and Stanford, Connecticut.
- Responsible for designing high-quality creative print ads for local businesses to be run in various local hotel area guide publications.