

Michael W. Fleck

Senior Graphic Designer and Multimedia Specialist

814-777-1895

mwf1969@gmail.com

linkedin.com/in/michaelfleck1

Portfolio: www.mikefleck.com

Profile

Award-winning Senior Graphic Designer and Multimedia Specialist with 20 years of experience managing a comprehensive range of print and digital media in academic and corporate environments. Skilled in video and audio production, photography, graphic design, visual storytelling, creative direction, concept development and execution, and brand management.

Professional Experience

DIRECTOR OF GRAPHIC AND MULTIMEDIA DESIGN

The Hill School, Pottstown PA

September, 2018 - December, 2018

- Influenced future market experience with design and brand practice evaluation
- Determined identity alignment through client-based need and experience assessments
- Increased appeal of matrix fund raising campaigns with design of multi-element packages

LEAD MULTIMEDIA DESIGNER

The Vanguard Group, Malvern, PA

September, 2013 - August, 2018

- Enhanced engagement and communication through the hands-on production of multi-disciplinary multimedia and graphic design
- Increased visibility of internal messaging with video management, including recording, editing, distribution, studio and location planning, voice-over recording, interviews, creative direction, editorial decisions, and written procedures
- Aligned divisional presence with corporate brand design and imagery guidelines
- Designed web interfaces, motion graphics, PowerPoint presentations and self-service toolkits, e-mail templates, print collateral, illustration, and info graphics
- Created enterprise-wide value with professional-level photography, including portraiture, events, commercial photography, and image library maintenance

SR. GRAPHIC DESIGNER AND DIGITAL MEDIA SPECIALIST

Sungard Availability Services, Wayne, PA

August, 2012 - March, 2013

- Collaborated with communications managers and marketing directors to assess graphic design, video, and multimedia vendors for quality vs. cost value
- Strategized video content for marketing
- Coordinated brand consistency across national and international businesses
- Coordinated with vendors and sales offices to maintain corporate identity standards
- Executed redesign of existing media to reflect brand standards

814-777-1895

mwf1969@gmail.com

linkedin.com/in/michaelfleck1

Portfolio: www.mikefleck.com

MULTIMEDIA SPECIALIST

The Pennsylvania State University, Department of Materials Science and Engineering

July, 2002 - August, 2012

- Developed digital and print media for recruiting, marketing, and instruction through graphic design, video, photography, illustration, and interactive media
- Managed video organization, planning, and recording, field location evaluation, interviews, creative and editorial direction, and editing and distribution
- Photographed faculty, staff, and student portraits, documented lectures and events
- Directed and managed outsourced print and digital media projects, managed vendor relationships, wrote content, trained and developed staff

MULTIMEDIA SPECIALIST/ANIMATOR

Pennsylvania College of Technology

July, 1999 - July, 2002

- Increased overall educational value and instructional efficiency with creative multimedia
- Developed interactive animation and user interface for equipment simulation
- Illustrated abstract concepts; managed illustrations from planning to implementation

SITE COORDINATOR/RIDERCOACH

Pennsylvania Motorcycle Safety Program

March, 2003 - June, 2011

- Held national RiderCoach certification sponsored by the Motorcycle Safety Foundation, Irvine, CA
- Evaluated and licensed motorcyclists for the State of Pennsylvania
- Recruited and managed team of Assistant Coordinators and RiderCoaches for Basic and Experienced Rider Course instruction
- Instructed students in classroom and range environments with an emphasis on rider safety

Education

BACHELOR OF SCIENCE, GRAPHIC DESIGN

Pennsylvania College of Technology, May, 2010

ASSOCIATE OF APPLIED ART, ADVERTISING ART

Pennsylvania College of Technology, May, 1991

Application Skill Set

- Adobe CC 2019: Lightroom Classic, Photoshop, Illustrator, InDesign, Premiere, Media Encoder, After Effects, Audition, XD, Dimension, Dreamweaver
- Microsoft PowerPoint, Word, Excel
- MAC and PC Platforms

Awards

- Telly Award, charitable campaign video (team award), 2016
- The Boss Group, Talent of the Quarter Award, 2013, Q3
- Materials Science and Engineering Staff Excellence Award, 2006