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SUMMARY

- 20+ years experience
- Possesses professionalism and integrity
- Able to collaborate and brainstorm with “C” level professionals
- Compiled, designed and presented a Strategic Branding Manual
- Demonstrate how the creative process ties into every part of an organization
- Capable of on-site production or independently in home office
- Conceive and implement effective marketing strategies
- Collaborated with Editor, Copywriters and Photographers to provide creative for articles in a bimonthly publication
- Outstanding track record of delivering results-driven campaigns
- Able to collaborate with various types of groups of businesses
- Experience leading a multi-faceted team of gifted professionals
- Builds and maintains high quality and lasting business relationships

SKILL SET

Adobe Photoshop	■ ■ ■ ■ ■ ■
Adobe Illustrator	■ ■ ■ ■ ■ ■
Adobe InDesign	■ ■ ■ ■ ■ ■
Adobe Muse	■ ■ ■ ■ ■ ■
Microsoft PowerPoint	■ ■ ■ ■ ■ ■
Microsoft Word	■ ■ ■ ■ ■ ■
Microsoft Excel	■ ■ ■ ■ ■ ■

EDUCATION

Bachelor of Fine Arts /
Graphic Design
Louisiana State University
Baton Rouge, Louisiana

PROFESSIONAL EXPERIENCE

Creative Consultant / Designer

Purple Pixel Design – Orlando, Florida

July 2012 – Present

I am currently working as a contract designer for a diverse clientele: The Institute for Internal Auditing, JPC Unlimited, Margie Bastolla Facilitations, PlanA PR and Marketing, The Chameleon Handbags, Nexus Content, Florida Apartment Association, Defining True North (a business consulting firm), and Church on the Drive.

Creative Director / Designer

Golf Fitness Magazine – Orlando, Florida

June 2009 – July 2012

- Lead designer in charge of all photography, layout, design, and photo selection for national magazine with distribution of 100,000+
- Collaborated with Editor, Copywriters and Photographers to provide creative layouts for articles in a bimonthly publication

Creative Director

The Institute of Internal Auditors – Altamonte Springs, Florida *June 2000 – February 2009*

- Developed, implemented, and managed the creative marketing strategies for an international professional association
- Created print and electronic conceptual approaches for 50+ internal clients and 100+ product lines, affiliate web sites, and international conferences
- Lead in the creation and transforming of the global brand through the development of a worldwide branding strategy and policy manual
- Managed and directed freelance designers, writers, and print vendors with multiple projects
- Consistently developed strong, sustainable relationships with product line managers, executive management, and the volunteer structure

Creative Director

PRB Design – Orlando, Florida

October 1994 – June 2000

- Developed campaign strategies for print, outdoor, Web, multi-media, point-of-purchase, and packaging design
- Managed and mentored creative staff. Supervised team efforts from concept to delivery
- Maintained production schedules and worked closely with vendors