

# michaelkadrie

CREATIVE DIRECTOR | WWW.MICHAELKADRIE.COM | MIKE@KADRIE.COM | 412-956-1458

*"Everything you can imagine is real" – Pablo Picasso*

## career objective

I am seeking a position as creative director that will allow me to utilize my creative, communication and management skills to benefit a company focused on continued improvement of their intellectual product, organizational growth and the success of their clients.

## highlights

- 17+ years in the creative services industry
- 15 + years experience as creative director
- Grew Atlas Design Group to over 100 clients in more than a dozen markets with 6 years
- Launched a successful world-wide campaign with Coral Ridge Ministries – the 5<sup>th</sup> largest ministry in the country
- Created animated intro to CalU Football games for their stadium's new Jumbotron
- Conceptualized and Produced an animated short that has appeared in several film festivals world-wide
- Created Motion Graphics Animation for VisitPittsburgh that won the 2013 Silver Telly Award
- Branded, ID'd and helped develop UI/UX for new social media mobile app
- A career of helping companies from start-up to Fortune 500 realize a vision and/or new direction for their Brand
- Multiple Telly Awards for animation/video work while at Apple Box Studios

## experience

### **VICE PRESIDENT, DIGITAL MEDIA | APPLE BOX STUDIOS | PITTSBURGH, PA | JANUARY 2011-PRESENT**

Originally hired as Art Director to oversee the creative direction of projects in production, attend sales calls, assist with business developments as well as add interactive multimedia design capabilities in-house. Primary responsibilities from a designer's position are Interactive, Web, Video, Audio and Motion Graphics.

Promoted to Vice President in 2012, taking charge of all digital media project that are produced through Apple Box Studios.

- Managing more than a dozen high-level local and national accounts including ANSYS, Alcoa, Philips Respironics, Bayer, UPMC, Northwood Realty Services and more.
- Helping with re-structure and re-organize production pipeline including time tracking and scheduling both - internally with production team as well as externally with client base
- Overseeing internal marketing plans and social networking implementation
- Assists in the creative direction of creative campaigns for existing clients and RFPs

### **CONTRACT FLASH DESIGNER | CELERITY | PITTSBURGH, PA | JULY 2010 – SEPTEMBER 2010**

Hired by Celerity to win a long-term contract with Highmark.

- Celerity was awarded the ability to create a flash-based web application prototype based on my interface design for initial presentation
- As a result of the final prototype for usability testing, Highmark awarded Celerity with the next phase of the project, which was worth an estimated \$15 Million Dollars

### **CO-FOUNDER/CREATIVE DIRECTOR | ATLAS DESIGN GROUP | CANONSBURG, PA | MARCH 2006 – JANUARY 2011**

Originally a division of BlueVase Securities – Assembled a leadership team to purchase the company in 2006.

- Successfully managed more than a dozen projects at any given time
- Assisted over 20 start-up companies in multiple phases of their initial growth
- Managed a client-base of over 100 organizations on the local, national and international level
- Helped grow the small business' revenue by more than 400% in the first two years

### **CREATIVE DIRECTOR | ATLAS DESIGN GROUP | WASHINGTON, PA | DECEMBER 2001 - MARCH 2006**

Division created by Atlas Brokerage Company, which became BlueVase Securities.

- Solely responsible for all marketing collateral for the #1 Broker/Dealer in Pittsburgh
- Winner of several Web Awards for multiple Brokerage Division Websites
- Successfully ran marketing campaigns for multi-million dollar securities representatives
- Photography and graphics for Broker/Dealer were featured in Forbes Magazine
- Helped grow book of business by obtaining clients outside the Broker/Dealer
- Trained and mentored multiple interns from Pittsburgh Technology Institute

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**CREATIVE DESIGNER/DIRECTOR | THRESHOLD TECHNOLOGIES | CANONSBURG, PA | DECEMBER 1999 - DECEMBER 2001**  
Threshold Technologies, an IT consulting and network cabling company, created a Multimedia Design division and sold its services in this sector based on my capabilities.

- Managed marketing campaigns for several six-figure accounts
- Developed high-level Intranet sites that enabled Threshold's techs to remotely assist client's technology needs
- Worked directly with sales department to help close several high-level contracts

## education

**Duquesne University | Pittsburgh, PA | Associates – Multimedia Technologies**

- Multimedia Technologies – B.S.P.S. (Program not completed)
- Courses in Multimedia Technology and Graphic Design

## skills

Adobe Creative Suite • GoLive • After Effects • Premiere • Encore • Audition • Dreamweaver • Flash • Director • Fireworks • Acrobat • Final Cut Pro • SoundtrackPro • DVD Studio Pro • Motion • Compressor • LiveType • CinemaTools • Aperture • Shake • Maya • Modo • Cinema 4D • Soft Image XSI • Swift 3D • Microsoft Office and more.

HTML • DHTML • JavaScript • ASP & VBScript • PHP • UI/UX • ActionScript • Lingo • MEL • MySQL • Access and more.

## accolades

- Member of Advisory Board to Pittsburgh Technical Institute since 2001
- Technical Advisor and Board of Directors for Shekinah Ranch Camp since 2007
- Senior Judge for Annual Web Awards ([www.webaward.org](http://www.webaward.org))
- Several awards for web designs since 2000
- Member of Pixel Corps since 2003
- Multiple Telly Awards for animated/video campaigns while working as head of Digital Media

## community service

- Eucharistic Minister, St. Elizabeth of Hungary Parish, Pleasant Hills, PA
- Volunteer design work for Shekinah Ranch, Passionists Overseas Missions, Diana Irely – Washington County Commissioner and others
- Unpaid Public Speaking engagements at schools such as California University of PA (CalU) to help guide those entering their college education