Michael Garetano
Senior Designer
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ABOUT

Strategic Design & Concepting Lead with a flair for audience engagement in the digital and print worlds. Plays well with agencies, small businesses and multinational corporations, presenting clients with new perspectives and delivering fresh design for optimized and people-friendly creative content.

SCHOOL

Fashion Institute of Technology
New York, NY

BFA, Graphic Design
AAS, Communication Design

SOFTWARE

Illustrator
InDesign
Photoshop
Flash
Keynote
PowerPoint
Ceros

CODING

HTML
CSS
jQuery

SOMETHING EXTRA

Hockey superfan
Mafia movie enthusiast
Get-it-done attitude

Saatchi & Saatchi, New York, NY | 2017 – Present
Senior Designer

Expanding digital and print campaigns for TDA (Toyota Dealer Association) account

Contributing collaborator on campaigns involving television, point of sale, out of home marketing and partnering websites

Creating digital assets for Toyota's multi-regional buyatoyota.com websites

Tishman Speyer, New York, NY | 2013 – 2017
Senior Designer

Concept, design and implement high-level, 360° marketing campaigns within in-house creative studio

Design and develop print ads, event collateral, email campaigns, logos & branding, packaging and web

Collaborate with designers, photo editors, copy writers, marketing directors and project managers

Manage creative direction of multiple simultaneous projects, including working with external vendors

Freelance Consultant, Staten Island, NY | 2013
Designer

Conceived and developed print and web graphics for design agencies and independent films

Implemented wireframe design; assembled print production mechanicals

Select Clients: Adoptive, Sundberg & Associates, Missed Connections

CMYK+WHITE, New York, NY | 2012 – 2013
Junior Designer

Assisted Senior Designers on Estée Lauder account: designed conference presentations, developed identity/branding, and updated content/HTML for Estée Lauder Education website

South Shore Signs, Staten Island, NY | 2012
Designer / Project Manager

Simultaneous design and production for large-format signage and lettering, including Westfield Mall

Skinner & Cook, Inc., Roselle Park, NJ | 2011
Front-End Developer & UX Designer

Created layout for user-friendly contractor website functionality, including site map architecture and user research; coded using HTML5 and CSS3