



MICHAEL IRELAND

@ mireland17@gmail.com

www.michaelirelanddesign.com

in www.linkedin.com/in/michaelirelanddesign/

- Creative professional with hands-on ability to execute from design concept to production
- Project manager who thrives on ownership and responsibility to guide work to success
- Collaborator who facilitates communication and cooperation between internal and external resources
- Team leader who encourages, mentors, and identifies opportunities for growth

Project Manager – Print & Publishing

Veritiv

January 2016 – Present

Project management with primary assignment to the print and publishing segments and business organizations within. Execution of marketing programs supported by traditional print, direct mail, web and email. Alignment of resources including internal and external graphic design, copywriting, photography and video professionals. Implementation and administration of Workfront project management tool for entire marketing organization. Enhancing proficiency with Oracle Eloqua platform email marketing and promotional program analytics. Maintained previous responsibilities including event management, advertising calendar supervision, and several national level marketing programs.

Clients included:
Bulkley Dunton,
Graphic Communications,
Veritiv PPM Europe

Graphic Design Team Leader Senior Graphic Designer

Veritiv

July 2014 – December 2015

In 2014 xpedx and Unisource Worldwide merged to form Veritiv, becoming the largest business-to-business distribution company in North America. Primary lead responsibility for printing segment and national marketing programs. Lead several key initiatives to support the overall company rebranding effort including establishment of fulfillment, stationery, business card, and promotional item web sites. Coordinated private brand refresh and redesign including standards development, on-product package design, collateral and advertising support for Endurance, Starbrite Opaque Select, uBRAND, nordic+, Econosource and Comet.

Clients included:
Unisource Worldwide,
PaperPlus, Rollsource,
Finch Paper, Nekoosa,
Verso, UPM, Mohawk,
MACTac, Glatfelter, Boise

Graphic Design Team Leader Senior Graphic Designer

xpedx

May 2012 – July 2014

Graphic design, marketing and advertising support for one of the largest business-to-business distribution companies in North America. Primary lead responsibility for printing segment and national level xpedx brand initiatives. Private brand identity management including standards development and maintenance, on-product package design, collateral and advertising support for Endurance, Colorlok, Vector, Showcase, Matrix, and Park Avenue. Event management for national level print trade shows including concept development, display design, third-party vendor coordination, staffing administration, on-site supervision, and customer engagement. National printing segment advertising calendar supervision, providing monthly print, web, and email advertising for several key industry publications. Graphic Design Team Leader responsibilities include project assignment, group communications, team project management, goals and priorities.

Clients included:
International Paper,
Hewlett Packard, Kodak,
Epson, EFI, Ryobi, Esko,
3M, Pantone, Neenah Paper,
NewPage, Sappi, Zellerbach,
Kirk, Nationwide Papers

Senior Graphic Designer

June 2007 – May 2012

Graphic Designer

January 2004 – June 2007



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Project Management • Graphic Design • Marketing

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Creative Director

PSI 20/20 Promotions

January 2003 – January 2004

Managed the application of brand identities of professional sports teams and their corporate sponsors for use on promotional marketing, merchandise and advertising. Supervised one assistant graphic designer.

Clients included: Anheuser-Busch Inc., Chicago Blackhawks (NHL), Chicago Bulls (NBA), Cincinnati Bearcats (NCAA), Coca-Cola, Kroger, Minnesota Vikings (NFL), New Orleans Saints (NFL), Procter & Gamble, Royal Caribbean Cruiseline, Sara Lee Corporation, San Francisco 49ers (NFL), United States Olympic Committee

Senior Graphic Designer

Strata-G Interactive

July 1999 to January 2003

Graphic design for web sites and electronic media as well as HTML coding, Flash animation, project management, and web site maintenance.

Clients included: Cincinnati/Northern Kentucky International Airport, Senco Tools, Isotoner, Cincinnati Bell, First Financial Bancorp, Clopay Corporation

Graphic Designer

SCK

August 1996 to July 1999

Commercial, institutional, advertising, and corporate design; computer illustration, logo design and brand identity programs, prepress production, press supervision, web design, HTML coding, multimedia design, photo retouching and manipulation, signage, research and conceptualization.

Clients included: Weatherhead School of Management, Century Business Services Inc., National City Bank, Oberlin College, Great Lakes Theater Festival

EDUCATION

Kent State University

School of Visual

Communication Design

Bachelor of Fine Arts

Graphic Design / Illustration

HONORS/AWARDS

Graphic Design USA Inhouse Design Award

2003, 2007, 2008, 2012, 2013, 2014

Toastmasters International

President of Loveland Speakeasy Group (2014-16)

Advanced Communicator Gold

Advanced Leader Bronze

First Line Leader Certification International Paper

PROFICIENCIES

Mac/PC Operating Systems

Adobe Creative Suite

Microsoft Office

HTML