

Michael Iafrate

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SUMMARY

Award-winning Creative Director and Designer with more than 14 years of interactive media and online marketing expertise in a variety of industries on both the client and agency side. Accounts include: Kraft Foods, AOL, eBay, Wrigley's, Brillo, Chase, George Weston Bakeries, GBX Shoes, Capri Sun, Nabisco World, XBOX and Philip Morris.

WORK EXPERIENCE

DIGITAL MEDIA DIRECTOR

TITLESERV NATIONAL – Title Insurance Company, Woodbury, NY.

February 2008 - June 2011

Directed and implemented a cohesive national brand identity to unify all products offered by company with \$30 million in annual sales. Responsible for managing tight creative budgets and led the creative process from concept through completion for all business units and national programs. Coached and mentored writers, designers and production team to ensure consistent and timely execution of deliverables. Collaborated with executive board, marketing and national sales team to help generate ideas for comprehensive online marketing campaigns which resulted in increased traffic to our website, volume and closings in pipeline for the first quarter of 2011.

CREATIVE DIRECTOR

CA TECHNOLOGIES – Home & Small Office Division, Islandia, NY.

February 2007 - December 2007

Managed all outsourced graphic designers, vendors and staff of five employees. Directed staff to ensure adherence to corporate identity standards and style guide while creatively bridging the gap of consumer markets' brand needs and objectives. Initiated a global project tracking system utilizing BaseCamp to monitor the global creative team's projects by routes to market for both US and worldwide offices resulting in a seamless workflow solution. Developed and implemented strategic designs for consumer eCommerce website, retail packaging, promotional emails, rich media ads and sales presentations.

SENIOR WEB DESIGNER

MILLENNIUM COMMUNICATIONS - Interactive Agency, Syosset, NY.

March 2001 - February 2007

Award-winning lead designer for a high-paced, deadline-oriented interactive marketing agency. Consistently able to execute the big idea for clients and extended it across multiple marketing platforms and mediums. Facilitated workflow of marketable content from priority clientele, as well as the design and production of all web-based and print promotional materials. Generated proposals, project estimates and scheduling for creative projects in-house ensuring clients' objectives were met and projects were delivered on time.

WEB DESIGNER

COMPUTER ASSOCIATES - Global Information Services, Islandia, NY.

February 1997 - March 2001

Developed concept, layout, navigation and site flow of complex high-end websites ranging from internal productivity tools to the complete design and production of client e-commerce websites. Created and produced all departmental advertisements and promotions, HTML email templates, rich media banner ads, brochures and print collateral material for trade shows. Trained clients on administrative functions of our e-commerce application, Netcart.

EDUCATION

May 1997 St. John's University, Jamaica, NY
BFA in Fine Art and Graphic Design

Association of Graphic Communications, NY, NY
CERTIFICATION: Fireworks, Flash and Dreamweaver

COMPUTER SKILLS

Macintosh and PC creative platforms, Adobe Creative Suite CS5 including Flash, Quark, Quickbase, SoundEdit, Microsoft Office including PowerPoint and Excel, QuickBase, HTML and experience with CSS, Action Scripting, JAVA Script and WordPress.