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EXPERIENCE

MTC—FORMERLY MERRICK TOWLE COMMUNICATIONS

Art Director | October 2016-Present

As Art Director I am instrumental in the development of brands, advertising, and digital experiences that are both relentlessly creative and strategic. I research, conceptualize, prototype, and execute ideas that extend through print, digital, and social media channels. My efforts have contributed to writing proposals, improving processes, pitching work, and expanding the agency's capabilities.

HATTAWAY COMMUNICATIONS

Creative Associate | April 2015-October 2016

At Hattaway, I created strategic, smart work that supported our internal team and helped our clients exceed their goals. I applied my knowledge of human-centered design, branding, user experience, and production to help develop new brands, conduct nationwide campaigns, build digital communications products and research tools. Most notably I helped roll out a communications strategy that helped The Rockefeller Foundation and its grantees to align and tell the story of the foundation's innovative approach through the use of training materials, infographics, and a compelling explainer video.

AVENDI MEDIA

Interactive Designer | June 2014-April 2015

Avendi is a boutique creative design studio which works with clients of all scales to provide digital solutions for any project. As an interactive designer I developed concepts and applied user experience practices to design responsive websites and intranets for public policy organizations, marketing consultants and consumer goods companies. I also managed the project work-flow, asset delivery and communication with Fortune 500 and national clients on a daily basis.

GCF—GREATEST CREATIVE FACTOR

Art Director | June 2012-May 2014

At GCF I worked as a part of small team to explore and execute intriguing concepts for higher education and non-profit clients. Under the direction of Domenica Genovese I provided creative lead on web design, print publications, print collateral, branding initiatives, email campaigns and data visualization. My additional duties included managing company website, writing articles for newsletter, backing up files, executing press checks, directing photo shoots, developing presentations and conducting client workshops.

KARZAI RESTAURANT GROUP

Designer | August 2008-August 2012

The Karzai group owns a number of award winning restaurants in Baltimore, MD. In my time as their designer, I produced visuals for The Helmand, Tapas Teatro, and B—A Bolton Hill Bistro, and FigLeaf Farm. I was responsible for the design and production of daily menus, special event materials, website maintenance, content management, and managing advertising in print and digital formats. I gained experience working with digital, web, and offset print production.

FREELANCE

Designer / Illustrator | June 2006-Present

As a freelance designer, I've had the opportunity to work on a variety of different projects for guitar effects makers, photo gear boutiques, textile vendors, concert venues and more. Designing products for a wide range of clients has given me the flexibility to work across many disciplines and partner with other professionals in the field. Notable Clients include 2U, NARAL, Northwestern University, and Prometric.

EDUCATION

MARYLAND INSTITUTE COLLEGE OF ART

Baltimore, MD 2002-2006 | BFA
Printmaking + Bookarts Concentration
Deans list with distinction

DESIGN & ARCHITECTURE SENIOR HIGH

Miami, FL 1999-2002
Graphic Design Department
Graduated with honors

KNOWLEDGE

DESIGN SOFTWARE

Photoshop, InDesign, Illustrator, After Effects, Flash, Bridge, Lightroom, Acrobat Pro, Sketch, Balsamiq, InVision, Principle, Tableau

INTERACTIVE

HTML5, CSS3, Sass, jQuery, Bootstrap, Foundation, Drupal, Wordpress, Webflow, GitHub, Sourcetree

CRM

MailChimp, Campaign Monitor, Silverpop

LANGUAGE

Spanish

SKILLS

Contextual Research, Prototyping, Concept Development, Hand Lettering, Illustration, Motion Graphics, Silkscreen and Letterpress Printing

REFERENCES

BEATA MERCIER, ACCOUNT EXECUTIVE

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DOMENICA GENOVESE, CREATIVE DIRECTOR

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