

# MIKE KRITZER – GRAPHIC / WEB DESIGNER

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## OBJECTIVE

To obtain a rewarding position in the creative field of graphic art and web design utilizing my computer skills and natural artistic abilities.

## PROFESSIONAL EXPERIENCE

### **Effective Designs**

*1998-Present, Personal Business*

www.EffectiveDesigns.com

**Owner/Webmaster/Designer** – Internet/Print Design Company, Creating web sites and communication portals that are eye-catching, streamlined and functional, while still paying attention to the smallest of details. Designing brand identities, multi-media presentations and print materials. Continually keeping abreast of the latest technologies so web sites are state-of-the-art while maintaining the constantly evolving web standards.

### **Senders Communications Group**

*2002-Present, Employer*

President: Cherri Senders

818-884-8966

www.SendersGroup.com

**Project Manager/Webmaster/Designer** – Union Communications, Internet, Print & Multimedia Designs. Art department team leader. Established work-flow and project conception. Project management responsibilities include coordination of vendors, clients, consultants and other technical staff to meet the customer objectives.

### **JCNT at UCLA**

*2006-Present, Client*

Coordinator: Christine Tam

310-206-9485

www.JCNT.org

**Webmaster/Graphic Designer** – Designed and maintain web site and organization brochure. Developed dashboards for web site traffic analysis, information dissemination and services delivery.

### **The Life Group LA**

*2005-Present, Client*

Executive Director: Sunnie Rose

661-245-9653

www.TheLifeGroupLA.org

**Webmaster/Graphic Designer** – Designed and maintain non-profit web site. Maintaining search engine ranking & promotions. Create promotional material, (marketing brochures, flyers, banners, educational handouts, business packs & logo design). Design and manage electronic newsletters.

### **Childrens Hospital LA**

*2001-Present, Client*

Finance Director: James Mopsikoff

323-854-1341

**Graphic Designer** – Layout for the Robert Wood Johnson grant called Independent Choices Project, which related to the development of educational booklet and various print projects for clients with developmental disabilities.

### **Personalized Travel**

*1996-Present, Client*

Partner: Henry Dalgart

480-907-7436

www.ArtisTravel.com

**Webmaster/Graphic Designer** – Designed and maintain artist's travel web site, Maintaining search engine ranking & promotions. Create yearly tour brochures and promotional material.

## EDUCATION AND TRAINING

Proficient with Adobe CS3 Professional (Photoshop, Illustrator, Dreamweaver, InDesign, Acrobat & Fireworks), Quark, Microsoft Office Suite, 4 Color Printing, Content Management Systems (CMS), eCommerce Solutions, Search Engine Optimization (SEO), XHTML & CSS Standers, PC and Mac. Working knowledge of Flash, MySQL, PHP, AJAX, PERL/CGI, DHTML and JAVA Scripts.

I come from a family rich with a history of artists and graphic illustrators. I graduated from Los Angeles O.R.T. Technical Institute design program and studied Fine Art, 2d & 3d Design at Valley College. I apprenticed at Harry Seltzer Studios for 4 years. I am continually expanding my knowledge of the emerging technologies by attending workshops, seminars and by reading technical books, blogs and industry forms.