



Michael Cuthbertson::

{DESIGN / PRINT / MARKETING / CREATIVE}

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EDUCATION

Santa Fe College, Graphic Design Technology, A.S.
Florida College at Jacksonville, A.A.

EXPERIENCE

Creative Director (2001 - Current)

www.mickeycuthbertson.com - Gainesville, FL

- :: Branding and marketing consultation through various campaigns both large and small.
- :: Book publishing design and layout.
- :: Editorial design and development.
- :: Develop company logos, brochures and promotional materials.

Creative Director (2005-2014)

UF Health / Health Science Center News and Communications
University of Florida - Gainesville, FL

- :: Oversee, direct and determine design standards for the University of Florida Health Science Center and its associated colleges.
- :: Advise and support clients on customer needs, marketing strategies and project goals (technology, cost savings, media, market).
- :: Assist and determine certified printers for the University of Florida.
- :: Co-direct and rebrand UF&Shands to UF Health (logo development, identity and branding standards, templates, etc).
- :: Redesign UF Health/UF Website.
- :: Design numerous award winning newsletters, magazines, publications and annual reports.
- :: Conceptualize and design logos for various departments and colleges.
- :: Create original national brands while still adhering to current marketing trends.

Art Director (2002 - 2009)

Satellite Magazine - Gainesville, FL

- :: Design, create and produce monthly publication.
- :: Editorial design and development.
- :: Design and create advertisements and marketing materials.
- :: Sought local talents to contribute various illustrations, artwork and content.
- :: Hired, managed and trained interns from local colleges.

Senior Graphic Designer (2002 -2005)

What's Happening Publications - Gainesville, FL

- :: Conceptualize and design advertisements.
- :: Responsible for quality management and overall project development.
- :: Design templates and develop layouts for numerous publications.
- :: Set up of weekly paper, special sections and specialty print pieces.
- :: Manage preflighting, proofing and corrections.

Quality control / Management (1993 -1997)

United States Navy

- :: Quality management leader.
- :: Gas turbine technician

TECHNICAL SKILLS

Excellent working knowledge of the following software applications on both Macintosh and PC platforms:

- :: Adobe Indesign, Adobe Illustrator, Adobe Photoshop, Adobe Flash, Adobe Dreamweaver, Adobe Acrobat/Distiller, Microsoft Office, Windows and Macintosh operating systems, iOS, customer support, print and electronic media.