

Michael Buckley

DESIGNER • WRITER • THINKER

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Professional Summary

I am a passionate designer and creative professional with nearly 15 years of experience leading the development of effective and proven design strategies and solutions for better user experiences and business outcomes. I am motivated by a clear vision and a sense of purpose.

Skills

- Logo design & branding
- Print and publication design
- UX/UI strategies
- Email design and strategies
- Motion/interaction graphics
- Video design and editing
- Conference/displat design
- Digital marketing
- SEO/SEM
- CMS knowledge
- Adobe Creative Suite expert
- Quick comoprehension of new applications (technology/design)
- Sales collateral & presentations
- Proficient with HTML/CSS/JS

Experience

MARCH 2010 - CURRENT

Creative Director | Harborside Press | Huntington, NY

- Nearly twelve years designing products and services tailored towards health care professionals.
- Lead a team of designers while seamlessly collaborating with various departments, including marketing, technology, editorial, sales, and production.
- Develop and design strategic initiatives and positive user experiences through practical problem-solving, research, and empathy to deliver user, company, and client objectives.

AUGUST 2008 - FEBRUARY 2010

Production Artist | DIRCKS | Saint James, NY

- Worked as a designer alongside the creative team to develop and maintain marketing campaigns and client initiatives.
- Finalize print and digital files for production.

Education

2012

Bachelor of Science | Visual Communications

Farmingdale State College, Farmingdale, NY

2020

Post Graduate Certificate | Digital Marketing: A Strategic Perspective

Yale School of Management

2021 (Active)

Master of Science | Information Design and Technology

SUNY Polytechnic Institute