

Michael J. Pavlinch

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Summary

Accomplished manager of creative services with specialties in graphics and video images used for high-end graphic design and promotions. Background includes:

- International Client Liaison, designing, preparing, and presenting sales demonstrations, and training users of high-end computer graphics equipment in 27 nations.
- Demonstrated and sold \$2.25 million dollars worth of computer graphics systems to NRK (Norwegian Broadcast Corporation). At the invitation of the NRK, led development of graphic look & style for worldwide broadcast of the 1994 Winter Olympic games from Lillehammer, Norway.
- Developed graphic-related aspects of company image for major video graphics organization. Designed and managed development of graphic and video presentations, including creative demonstration and training graphics as well as the design and directing of demo DVD and presentation methods. Played a key role in building business revenue to \$37 million in sales.
- Led development and utilization of graphic production equipment using new technology, resulting in the successful worldwide introduction of the product.
- Designed GUI for a number of graphics products used to generate both print and video design.

Professional Experience:

DIRECTOR OF GRAPHIC DESIGN

imageDESIGN

ImageDesign, Inc. manages and implements design and conceptual development, branding campaigns, and other creative projects for new technologies, industrial, institutional, and commercial clients. ImageDesign provides image consulting and design services for various clientele in the print, new media, and broadcast areas.

- Created total image and branding package for Utah Scientific Inc., including logo, stationery, sales and marketing kits, web sites, promotional CDs, and trade show exhibit booth design.
- Conceptualized, created, and presented promotional DVD for new, multi-million-dollar mountain residential community of Powder Mountain.
- Designed and presented technical spec information, demonstrations, and user training for high-end graphics computers, facilitating \$1 million in equipment sales.

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DIRECTOR OF GRAPHIC DESIGN

DYNATECH

Dynatech Video Group manufactures a variety of products for the video industry, including graphic text generators, editing equipment, and switching devices.

- Consulted with software engineering group to design look and feel and functional architecture of the Graphical User Interface (GUI), shifting the company from \$12 million to \$37 million in sales by leading the development and presentation of new graphics production products from concept to product rollout.
- Designed and managed all graphic presentation programs. This included developing and demonstrating graphic equipment, designing, and art directing demo DVDs and procedures.

Creative Expertise:

CREATIVE SERVICES MANAGEMENT

Graphics Design Print ♦ New Media Pre- and Post-Production ♦Graphic Design Video

- **ART DIRECTOR:** Developed *TV Guide* advertising, printed pieces, set design, graphics for on-air promotions, station IDs and branding of promos and programming. Developed all news graphics for three live broadcasts daily, including the look and style for the television station. (KOLD-TV 13, CBS Tucson)
- **ART DIRECTOR:** Developed graphic branding and style of a prominent television station. Technique includes the development of graphics and set design used in on-air promotions, station IDs and promos during 24-hour continuous programming. (WVJV-TV 66 Boston)

Education:

Art Institute of Pittsburgh, Bachelor of Arts, Graphic Design / Visual Communications

Special Affiliation:

Member International Broadcast Designers Association

Personal:

References available upon request