

Michael D. Fridley

2913 Strathaven Lane | Abingdon, Maryland 21009 | phone: 410.671.4916 | mikefridley@comcast.net

Graphic Artist

Graphic Design, Illustrations, Web Design, Branding, Photography, Presentations

Career Summary

Over 35 years of experience as a graphic designer and a graphics supervisor for a variety of commercial and military corporations. Required to comprehend broad conceptual requirements (oral and written) which convey complex issues, scenarios or technical/scientific concepts. Experienced in detailed analyses and development of best technical approaches for presentation to senior level management. Highly experienced in the area of trade show coordination and exhibit design. Proficient in the use 3D modeling for use in the development of specific illustrations and animations. Highly knowledgeable in the area of all facets of print design and pre and post press proofing. Creative photographer and videographer with excellent knowledge of pre and postproduction editing.

Relevant Experience

Senior Graphic Designer
Solari Creative, Inc.
Aberdeen, MD

August 2014 - Present

Provides creative services support to Solari Creative as well as many other government and commercial customers through the creation of various multi-media imagery for use in print, web and motion graphics products. Assists with the coordination of various military exhibits and symposiums nationwide. Design and oversee the production of marketing collateral such as data sheets brochures and posters. Responsible for providing graphic support (agenda packets, briefing packages, wayfinding signage, maps, welcome signs, banners) for special events and conferences. Develop marketing and communication strategy for Space and Terrestrial Communications Directorate (S&TCD). Improve methods of communications within the Directorate and other CERDEC entities. Digital create high-end graphic solutions for senior level presentations. Creative photographer for technical and marketing use. Digitally retouch and/or enhance photos when necessary.

President
Michael Fridley & Associates, LLC.
Abingdon, MD

November 2012 – August 2014

Produce high quality graphics and illustrations for use in proposals and presentations. Design and oversee production of brochures, fact sheets, posters, and print advertising. Create highly detailed 3D product concepts from engineers' ideas, sketches, drawings and/or CAD models. Develop 3D animation from product models. Video tape products in the field and produce quality videos for technical and marketing objectives. Creative photography of products for technical and marketing use. Digitally retouch and/or enhance photos. Design and coordinate installation of trade show booths at symposiums and conventions. Interface with print houses to produce large format posters and murals, as well as brochures and fact sheets.

Media & Communication Director
General Dynamics Robotic Systems
Westminster, MD

February 2001 – November 2012

Provided onsite graphics support to all programs producing high quality concept illustrations, marketing collateral, advertising, photography, video production, and 3D animations. Prepare press releases, media inquiries, and promotional events. Designed and coordinated trade shows, job fairs, and technical conferences.

President
Creative Concepts Designs
Abingdon, MD

June 1996 – August 2000

Provided creative services support to a variety of companies in several different industries. These services include corporate identity, marketing collateral, advertising, illustrations, product concepts, photography and animation.

Supervisor - Presentation Department
Lockheed Martin Corporation
Baltimore, MD

March 1995 – September 1996

Supervised a team of graphic designers, typesetters, and word processors. Responsible for work assignments employee evaluations, equipment assessment and purchasing, and operated as customer interface.

Senior Graphic Designer
Martin Marietta Corporation
Baltimore, MD

May 1987 – March 1995

Provided onsite multi-media support to all company programs producing high quality concept illustrations, marketing collateral, proposal support, and advertising.

Graphic Designer
Bendix Field Engineering
Baltimore, MD

March 1986 – May 1987

Provided onsite multi-media support to all company programs producing high quality concept illustrations, marketing collateral, proposal support, and advertising.

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Professional Skills

- Self starter and highly creative with extensive knowledge of computer graphics and traditional methods of art
- Ability to complete tasks within a limited timeframe and handle multiple tasks simultaneously
- Strong communicator, organized with good negotiation skills
- Excellent leadership and project management skills
- Highly skilled at hand drafting with exceptional color sense
- Creative photographer and videographer

Technical Skills: Apple and PC Platforms

Proficient knowledge of:

Microsoft Office Suite

- Word
- PowerPoint
- Excel
- Outlook
- SharePoint

Adobe Creative Suite (CS6)

- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Muse
- Animate
- Premiere
- Acrobat Pro

- Quark Express
- Carrara 8.5
- Maya
- Poser
- Final Cut Pro
- iMovie

- QuickTime Pro
- WordPress
- Safari
- FireFox
- Google Chrome
- Sketchup

Education/Professional Development

- Maryland Institute College of Art, Baltimore, MD
- Continuing Education – Software Training: Adobe Dreamweaver, Adobe Muse, Adobe Flash, Adobe Edge Animate, WordPress, SketchUp, SharePoint
- Corporate Training: Business Management & Employee Supervision, Business Ethics, International Traffic in Arms Regulations (ITAR), Import/Export Regulation

Portfolio is available at:



<http://www.michaelfridleyassociates.com>



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