



# MICHAEL F. GONDEK

15029 Ivy Court • Homer Glen, Illinois 60491

**Website:** www.mikegondek.com

**Email:** mike@mikegondek.com

**Cellphone:** (708) 941-7412

**PROFILE:** Over 20 years professional experience conceptualizing and developing graphics. Leading designs from initial explorations to final print production. Exceptional in photo retouching, color correction, brand standards guide development. Through a very active freelancing career has wide ranging experience with print, web and video. A solutions provider that is reliable and easy to work with

## SOFTWARE EXPERTISE:

Adobe Illustrator\* . . . . . since 1987  
 Quark Xpress . . . . . since 1987  
 Microsoft Office Suite . . since 1989  
 Adobe Photoshop\* . . . . . since 1990  
 Adobe Acrobat\* . . . . . since 1993  
 Extensis Suitcase . . . . . since 1993  
 Adobe Premiere . . . . . since 1994  
 Adobe After Effects . . . . since 1994  
 Filemaker Pro . . . . . since 1995  
 Adobe Dreamweaver. . . since 1997  
 Corel Painter . . . . . since 1997  
 Adobe InDesign\* . . . . . since 1991  
 Adobe Encore . . . . . since 2003

\*Adobe Beta Testor

## DESIGN EXPERTISE:

Advertisements  
 Annual Reports  
 Banners  
 Book Publishing  
 Brand Environment  
 Brochures(bi,tri,gate)  
 Corporate Identity  
 Decals  
 Email Blasts  
 Flyers  
 Free Standing Inserts  
 Indexes  
 Invitations  
 Leave Behinds  
 Lighted Displays  
 Logos  
 Multimedia  
 New Business Proposals  
 Newsletters  
 Packaging  
 Point of Sale  
 POP Displays  
 Postcards  
 Promotional Gadgets  
 Slideshow Presentation  
 Stationary  
 Stretch Fabric Graphics  
 Trade Show Entranceways  
 Vehicle Graphics  
 Web SEO & Usability  
 Web Sites & Banner Ads  
 Video Animation & DVDs

## EMPLOYMENT:

### Independent Contractor/Graphics Design Expert FEB 2002 TO PRESENT

# mikegondek

- Clients: Ambrosi, Brokers Risk, DDB, GES, Euro RSCG, Group 360, Launch Creative, Ogilvy Mather, Pure Equater, Sterling Ledet, Studio One East, Topco, Wencel & Hess, etc.
- Accounts: VO5, St Ives, Tresemme, Dean Foods, Gorton's Fish, Tampico, Keebler, Kellogg's, Kraft, Captain Morgan, Land o' Lakes, Harley Davidson, Sears, Kmart, Miller Brewing, Southwest Airlines, ALDI, etc.
- Extensive knowledge of FDA, USDA packaging regulations for private label & national brands.
- Photo retouching & color correction expert. Chosen over all others for the most difficult jobs requiring shadow illustration, spotless copy brushing, shape & detail enhancement.
- Project manager for large scale trade shows: managed graphics design, printing, finishing and delivery. Developed networked MS access status reports for capacity planning. Managed outsourcing of banners, light box graphics, tension fabric graphics, carpet logos and 3d letters.
- Web usability testing: Measuring effectiveness of websites by using Six Sigma & CMM methods to analyze video recordings of task completion times. Developed methodologies and wireframes for new improved intranet sites for Bank of America.

# FRANKEL.

## **Frankel (Creative Technologies Manager)** OCT 2000 TO FEB 2002

- Installed and tested the latest hardware and software technology in our computer lab. Planned and managed rollouts for all agency creative upgrades.
- Provided Macintosh and Adobe software training and phone support for the entire creative team. Published intranet site, keeping agency current on design and technology.

## **Frankel (Senior Computer Graphics Artist)** OCT 1995 TO OCT 2000

- Hi-end computer graphics artist who was utilized for the agency's most important design projects including: (Amoco, Dinosaur movie, Frito-Lay, Kraft, Lego, McDonald's, Motorola, Nestle, Oldsmobile, Pepsi, Star Wars, Tropicana, US Postal, Visa, etc).
- Typesetting, photo retouching color correction, logo design, conceptual layout.
- Designed new business pitches and creative for new product introduction.



## **Wace USA (Senior Graphics Artist)** JUL 1993 TO OCT 1995

- Photo retouching, color correction, trapping and separation on Mac Scitex & Crossfield 9500.
- Design & layout, logo design: (Marlboro, P&G, Wrigley Gum, Levis, Planet Hollywood, Disney, Barilla, Welch's, Kraft, Santa's Best & ADP).
- Creative redesign of the Kraft Foods salad dressing line.
- Created complex custom dies: 14 sided calendar cube, tri-level ceiling dangler.
- Developed halftone technology for Marlboro red high-definition buff color touchplates.

# CAPS

## **CAPS (Graphic Services Manager)** NOV 1992 TO JUL 1993

- Managed department, job quality control, network & software maintenance.
- Implemented new graphics department workflow process, file network and naming standards.

## **CAPS (Graphics Artist)** FEB 1991 TO NOV 1992

- Packaging design & production: Miller Brewing, Oscar Mayer, Brach's, SouthWest Airlines.
- Layout of 800+ page catalog for Johnson Outboard motors. This included scanning and streamlining all parts to a higher quality and more compact vector format.
- Layout typesetting and optimizing of images for ads in Chicago Suntimes and Tribune.



## **Viprofix (Advertising Manager)** MAY 1989 TO FEB 1991

- Designed and managed advertising for imagesetter & typographical equipment reseller.
- Lab tested new computer hardware/software for our product line.
- Installed digital publishing systems including all software and hardware.
- Designed first desktop platform polish language typefaces marketed in europe/usa.
- Developed and conducted training for customers who purchased imagesetting systems

### **EDUCATION:**

#### **Illinois Institute of Technology (BS in Marketing/Computer Science)**

- Computer Lab Manager - Managed, upgraded and repaired computer network, tech help for students.
- Advertising Manager - Managed design and layout of school newspaper "Technology News".
- Deans list

### **WORK HISTORY PRIOR TO COLLEGE:**

#### **Ace Stamp Works**

- Monotype hot metal typesetter, stat machine operator.

#### **Laser Type Services**

- Testing repairing & training: Varitype, Compugraphics, Linotronic and CRTronic photo typesetting machines.