

Mike McVicar DESIGN

brooklyn, ny

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EXPERIENCE

FREELANCE DESIGN & ART DIRECTION

2007 - Present

Illustration, typography, branding, packaging, book covers, web design, album covers, posters, logos and just about anything else I can get my hands on. If you have a cool project, I'd love hear about it.

LANDOR ASSOCIATES

Designer

September 2009 - January 2011

Packaging, innovation, and brand strategy for beverage, food, cosmetic, and other consumer goods. Clients include: Diageo, Cadbury, Starbucks, Del, Greenmountain Coffee, & Nabisbo.

MUCCA DESIGN

Intern

Summer 2009

Book cover design. Worked with a team to develop collateral including a postcard, menu, and ad for an on going branding project.

UNIVERSITY OF FLORIDA FOUNDATION

Designer

July 2008 - September 2009

Working under a senior designer and art director to create various print material including posters, flyers, and magazine layout. Developed various campaign brands and logos.

UNIVERSITY OF FLORIDA ENTOMOLOGY DEPT.

Designer

June 2007 - July 2008

Designed and developed web sites, print material, and other collateral. Created logo and branding system for Pest Management University.

SOCIETY PROMOTIONS

Art Director, volunteer

June 2008 - October 2010

SP is a non-profit organization that supports the local music & art scene. Developed brand, identity system, posters, website, and various promotional materials. Also organized and coordinated concerts, and art shows.

EXHIBITIONS

I LOVE YOU DEAR MONSTER - The Sharab • February 2011 • Gainesville, FL

14 - The Exchange • April 2009 • Gainesville, FL

LIGATURE 18 - Annual juried graphic design student show • February 2009 • Gainesville, FL

THE GOOD, THE RAD, THE FUGLY - Store 101 • February 2009 • Gainesville, FL

MADE IN JAPAN - Design Festa Gallery • June 2008 • Tokyo, Japan

AWARDS

Ligature 18

Three pieces selected for show.
Annual juried graphic design show

Best Senior Work

Ligature 18 - Spring 2009

For: "Patron Saints of Design"

Jurors: Jim Datz, Joshua Davis, Paul Sahre,
& Stephanie Chen

SKILLS

PROFICIENT IN:

Adobe Creative Suite

InDesign

Illustrator

Photoshop

Dreamweaver

Flash

Html, CSS

Microsoft Office

EDUCATION

UNIVERSITY OF FLORIDA

BFA - Graphic Design

Computer integrate studio environment
2007 - Present (Class of 2009)

UF IN TOKYO

Study Abroad - Tokyo, Japan

Collage and creative writing courses
Summer 2008

CLIENTS

THE UNIVERSITY OF FLORIDA, DIAGEO,
CAPTAIN MORGAN, SMIRNOFF, JOSE
CUERVO, RED STRIPE, SEAGRAM'S,
STARBUCKS, TROPICANA, NABISCO,
CADBURY, KUERIG, GUESS, NAUTICA,
KATE WALSH, CODY BRANDS, KIEHLS,
AMERICAN EAGLE, BATH & BODY WORKS