Mike Turko

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GRAPHIC DESIGNER | DIGITAL DESIGNER | PRODUCTON ARTIST

PROFESSIONAL SUMMARY

Detailed, well-organized, solutions-oriented Graphic Designer offering extensive experience and proven expertise in digital design / development and print design / production. Exceptional time management skills, ability to work well both independently and collaboratively; accustomed to performing in a fast, deadline driven environment with emphasis on efficiency, creativity, innovation, and quality control. Learns new technology quickly and is committed to continuous learning in all areas of technology and design.

TECHNICAL AND DESIGN SKILLS

- ✓ Adobe Creative Suite
- ✓ Photoshop
- ✓ Illustrator
- ✓ InDesign
- ✓ Layout, typography, color theory
- ✓ Print design and production
- ✓ Project Management
- ✓ XML/XSLT

- ✓ Industry standards
- ✓ Motion graphics & animation
- ✓ Animated PowerPoint
- ✓ Image editing
- ✓ Web design and development
- ✓ Branding and visual identity
- ✓ Microsoft office
- ✓ After Effects

- ✓ Premiere Pro
- ✓ Mac & Windows
- ✓ Guides
- ✓ Digital Advertising
- ✓ Print Advertising
- ✓ HTML Emails
- ✓ Logos
- ✓ InVideo
- ✓ HTML / CSS

WORK EXPERIENCE

Graphic Design Specialist
Marsh McLennan Agency – Conshohocken, PA – October 2014 to Present

Responsible for a variety of media including animated videos, websites, html emails, benefit guides, newsletters, postcards, PowerPoints and infographics used by our clients for their internal communications. These comms include employee benefits, health and wellness education, and open enrollment information. I also create a wide range of marketing collateral and internal communications for Marsh McLennan Agency. All of the above are accomplished by:

- Possessing a high level of creativity to efficiently develop visually appealing and innovative designs
- Having a solid understanding of design principles, including typography, color theory, and layout
- Having the ability to receive and incorporate feedback and explain design decisions, ensuring successful collaboration within the team and with clients
- Being capable of identifying design challenges and finding creative solutions

Web Designer / Project Manager
Digital First Media - Corporate Office - Fairless Hills, PA - 2010 to 2014

Designed, developed, and managed a wide variety of deliverables for Digital First Media's 800+ multi-platform products, which required extensive knowledge and on the fly learning of numerous programs and platforms.

Web Development: Developed Web Collateral

- Designed and developed corporate intranet pages along with HTML corporate email newsletters, responsive HTML email promotions and responsive landing pages for advertisers
- Rolled out vendor widgets, integrated new ad code and took on support requests for various CMS systems, which support 270+ websites

Email Campaigns: Leveraged strong project management capabilities to effectively design and implement Digital First Media's email campaign product, enabling efficient execution of requested email campaigns

- Developed HTML email templates
- Designed and coordinated development of online reservation / creative form
- Created PowerPoint templates to display email analytics
- Designed, developed, tested, and dropped email campaigns

Graphic Design: Created marketing material for Digital First Media's corporate marketing department including online flash ads, contest landing pages, infographics, responsive HTML email promotions and responsive landing pages, corporate HTML email newsletters, PowerPoint presentations, logos and various graphics as requested

Project Management: Managed a large online/print product.

- Diagnosed and resolved account issues
- Managed the set-up of new accounts in collaboration with third party vendors and Account Representatives
- Produced daily PDFs of online auto listings for print, utilizing updated XML feeds supplied by vendor and InDesign

Digital Designer / Production Artist
The Morning Call - Allentown, PA - 2005 to 2010

Digital Designer: Member of a team of in-house designers and developers that developed online products and provided digital assets for a large news website.

- Created flash ads, blog sites, email promotions and landing pages while continuously learning the latest technological advances and innovations
- Developed concepts and executed deliverables while working independently sans crucial details and collaborated closely with sales representatives and clients to achieve client objectives
- Handled all the procedural requirements necessary for various online products to appear correctly online by deadline

Production Artist: Designed, produced, and managed many of the print products associated with a major newspaper.

- Managed various full color print products such as "Bride & Groom" and "Homes" - designed ads and covers; tracked and collected 50-80 ad assets scheduled for each month's publication; prepared and packaged files; worked closely with internal and external print shops on specs and file naming convention; proofed bluelines and color keys; executed required revisions; signed off on project for print
- Brought a wide variety of products to print including newspaper and magazine ads, direct mail pieces, catalogs, inserts and menus
- Designed print ads in a strict deadline environment with and without client guidance

EDUCATION

Kutztown University of Pennsylvania
BSBA – with a Specialization in Marketing

UCLA Extension
Course - Clear and Descriptive Writing