



# M Michael DeLisio

## Design & Photography

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### QUALIFICATIONS PROFILE

Designer and Photographer with extensive professional digital and print experience. Exceptional collaborative and interpersonal skills. Dynamic team player and strong presenter with effective written and verbal communication skills. Contribute ideas during strategic and conceptual brainstorming sessions. Think visually and prioritize design workload to effectively coordinate multiple projects in deadline-driven environments and working within budget.

### PROFESSIONAL EXPERIENCE

July 2015—Present

#### IBM, New York, NY

DESIGNER, UX DESIGNER

- Interpret visualizations on wireframes and prototypes to transform new or existing web content into high-fidelity interface elements and elegant user interface designs
- Adobe Experience Manager Certification for migrating as part of a company-wide effort to move over 400,000 pages to the new AEM environment
- Work with a variety of teams across IBM lever organizations' lead (UX) Designers, Design Directors, Product Managers and Web Developers to understand stakeholders, users and the markets in which they operate, incorporate feedback received through usability testing, metrics and iterative process
- Ensure that designs enhance the desired user experience implementing the latest IBM Carbon Design standards (visual language) to reinforce IBM vision and brand

March 2013—July 2015

#### Michael DeLisio Design & Photography, New York, NY

ART DIRECTOR, DESIGNER

- Create advertising and promotional marketing materials, including: catalogs, handbooks, charts, brochures, mailers, event signage, banner ads, logos, icons and corporate identity. Provide detailed infographics, presentations and social media marketing design support
- Photography services: product, portraits, head-shots, real estate, nature and stock photography

Oct 2004—April 2013

#### John Wiley & Sons, Inc., Hoboken, NJ

DESIGN STUDIO MANAGER

- Complete annual company projects worth up to \$12M
- Success at applying my initiative for a cost-effective art-proofing system to increase overall production quality and improve department performance by 100%. Promoted to Manager and implemented similar workflows in other groups
- Successfully art direct and hands-on design of eight thousand book cover designs annually
- Conceptual design and layout of books including: cover mechanicals, cover design, interior layout, full-page ads, icons, logos and typography. Design marketing materials: catalogs, handbooks, brochures, flyers, posters, charts, infographics and WordPress landing pages for online social media marketing
- Follow corporate brand guidelines to enable brand consistency across campaigns and social media marketing programs
- Team with department managers to create vision, conceive designs, and consistently meet deadlines
- Effective at building, motivating, and directing graphic design team
- Provide software training for employees and freelancers with videos and printed booklets as well as provide guidance and expertise in the production of covers, advertisements, promotional and collateral material for both print and digital
- Manage operational strategic initiatives, cost-effective staffing solutions and administrative functions

Nov 1999—Jan 2004

**Rosen Publishing, Inc., New York, NY**

SENIOR GRAPHIC DESIGNER

- Successful in providing design proposal for securing a multi-million dollar corporate contract with client Grolier/Scholastic Publishing for the production/packaging of a large number of educational and specialized children's book series
- Work with Grolier/Scholastic in providing exceptional theme series designs from initial concept to the final product
- Participate in team effort to streamline production of over 400 children's books annually
- Interact extensively with client staff in all aspects of book creation, including: new titles, series design, customized photography and illustration, workflow scheduling, and pre-press settings
- Provide direction and design experience for children's K-12 and Young Adults educational books from concept to production
- Photography direction with storyboard sketches designed to match the book content, photo retouch, color-correct
- Work in team with directors in the hiring, training, and managing of in-house designers and freelancers

Sept 1999—Dec 1999

**La Cucina Italiana, New York, NY**

GRAPHIC DESIGNER

- Design interior pages and some ads for the magazine featuring the regional cuisine of Italy
- Work closely with the home office in Italy in the preparation of art, photos and editorial content
- Prepare final pages and covers for the prepress team in Italy

May 1997—July 1999

**Romantic Times Magazine, Brooklyn, NY**

SENIOR GRAPHIC DESIGNER

- Collaborate with editorial and creative teams in the design and production of the magazine's monthly issues
- Create dynamic and effective designs for each monthly issue: covers, advertising and editorial sections
- Provide final electronic files to developers in accordance with established guidelines and procedures to ensure highest quality and most efficient processing of final art
- Work with various magazine projects within a fast-paced environment on tight deadlines
- Diagnose and troubleshoot workflow problems, determine solutions and take action to resolve them

**EDUCATION**

**School of Visual Arts, New York, NY**

GRAPHIC DESIGN, 1998

**Lynda.com, Udemy, Coursera 2011-2023**

UX/UI DESIGN, HTML5, CSS3, WORDPRESS, EFFECTIVE MANAGEMENT, WIREFRAMES, ONLINE MARKETING, PHOTOGRAPHY, ADVERTISING, WEB DESIGN

**SKILLS**

- Proficiency with Photoshop, Illustrator, AfterEffects, Figma, Sketch, Google docs, Keynote and PowerPoint
- Exceptional design aesthetic, variations on styles, and awareness of design trends and innovation
- Good written and verbal communication skills, and the ability to articulate alternative approaches
- Solid typography and layout skills
- Proactive, positive, and a self-starter with the ability to see when and how to grow a concept
- Strong organizational skills and extreme attention to detail. Demonstrate Design Thinking experience
- Ability to provide/present portfolio of recent work
- Programming: Python, SQL, Linux
- IBM Credentials: Enterprise Design Thinking Co-Creator, IBM Agile Explorer, Enterprise Design Thinking Practitioner, AI Fundamentals
- Languages: fluent in English, Spanish and Italian
- Experience with Agile teams, Jira, InVision, Mural, Adobe Experience Manager, WebEx, Zoom