

# MICHAEL J. FERRIS

304 Sienna Drive, Danbury, Connecticut 06810  
203.482.6520 • mferris23@gmail.com  
<http://www.gotoAndDesign.net>

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## ART DIRECTOR / FLASH DEVELOPER

Hardworking and results driven individual who has delivered increased profitability by spurring growth through high-impact graphics and website optimization efforts. Problem solver and out of the box thinker who pushes himself to deliver a clients complete vision and is consistently exceeding client expectations. High performance team builder who works with others to meet goals and satisfies multiple business objectives by effectively liaising with both technical and creative staff on projects. Extremely detail oriented, deadline driven and proficient at streamlining everyday tasks by using the technology available.

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Graphic Design and Development • Emerging Technologies • Multi-Project Management  
Process Reengineering • Documentation • Deadline Management • Troubleshooting  
Creative Application Proficiency • Brand Building • Product Showcasing  
Client Image Developer • Team Building/Leadership • Project Strategist • Innovator

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## PROFESSIONAL EXPERIENCE

### **WEBLOYALTY.COM, Norwalk, Connecticut • 2006 – 2010**

Webloyalty.com is a leader in generating incremental revenue for online businesses through post-transaction discount clubs and services for many internet retailers.

#### **Assistant Art Director/Lead Flash Developer**

Managed the upkeep, organization and creation of daily graphical updates. Assisted the Senior Art Director in the creation and implementation of solicitation pages and graphics for webloyalty.com's post transaction division. Lead flash designer and developer on webloyalty.com's creative team. Technical liaison between hardware IT team and art department for troubleshooting and resolution of Mac platform hardware.

#### **Key Accomplishments:**

- Prompted and managed a project to streamline and organize graphical edits by creating a virtual pick-up area.
- Spearheaded project to completely overhaul and streamline webloyalty.com's job ticket system for creative requests. This included development, beta testing, rollout, system education, and technical trouble shooting.
- Co-Art Directed and was lead Flash developer for redesign of Travel Values Plus consumer site that increased over all site traffic and product usability.
- Increased business and profitability by performing numerous flash developments and tests such as expandable flash banners.

### **MARIN'S U.S.A., Norwalk, Connecticut • July 2006 – Nov. 2006**

Company that creates, produces and distributes Point of Purchase (POS) displays for many large corporations.

#### **Intern / Graphical Production Designer**

Designed and oversaw concept graphics on patented LAMA and SwingBox POP (Point of Purchase) displays that were featured in hotels, restaurants and retail locations across the country. Worked with sales staff to increase profitability by delivering high end sales demonstrations and presentations. Some of the clients I worked with were: Kraft, Dr. Pepper Snapple Group, Heineken USA, Sports Illustrated and Procter and Gamble.

**Key Accomplishments:**

- Lead graphic designer on sales presentation to Sports Illustrated for a SwingBox magazine display for the 2007 Swimsuit Issue.
- Lead graphic designer on Snapple Grounds Country Time Lemonade LAMA display that was distributed nationwide to grocery retailers.
- Worked on multiple corporate sales sheets on various patented products to use as tools for the sales department to increase business and profitability.

**FREELANCE DESIGNER/DEVELOPER, Danbury, Connecticut • 2006 – Present**

**Freelance Graphic Designer / Flash Developer**

Worked with a number of clients over the past few years to streamline and update site graphics by adding key site optimizations.

**Key Accomplishments:**

- Wittek Development – Commercial Development Firm. Initial design had already been complete by previous design firm. Tasked with optimizing and troubleshooting issues the original designer had not been able to solve.
- Structura – Architectural Firm. Created full splash page intro and animated main menu. Also created numerous photo galleries to display firm's architectural achievements.
- Collura & Company – High end handcrafted lighting and fixture company. Created splash intro animation and several photo galleries.
- gotoAndDesign.net – My portfolio site.

**RIDGEFIELD OFFICE SUPPLY, Ridgefield, Connecticut • 2003 – 2006**

Small town office supply company servicing the greater Fairfield area for over 50 years.

**Assistant Store Manager / Head of Accounts Payable and Receivable**

Responsible for handling the daily operations of the organization. Managed and supervised the accounting department, trained a staff of 6 and motivated employees in achieving the company's objectives. Responsible for providing progress reports to the owner.

**Key Accomplishments:**

- Created and managed a highly profitable online auction system. Items ranged from computers to antiques.
- Managed the warehouse and receiving dock.
- Upgraded, organized and streamlined their accounts payable/receivable department creating a virtual filling system.

**TECHNICAL PROFICIENCIES**

Flash • Photoshop • Illustrator • FlexBuilder • InDesign • Adobe Acrobat • Dreamweaver • ActionScript2 • ActionScript3 • HTML/CSS • JavaScript • Fireworks • QuarkXPress • Microsoft Excel • Microsoft Word • Microsoft Powerpoint • Onyx • Postershop • Preflight • ArtoisCAD

**EDUCATION**

**Associates of Fine Arts in Visual Communications**

Gibbs College, Norwalk, Connecticut