



MICHAEL AMOLE

Portfolio available
at www.mamole.com

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PHILOSOPHY

Objective: To find employment in a position that provides creative challenges and opportunities for professional and personal fulfillment.
Contrary to the old adage, what's on the outside DOES count. Never underestimate the power of the package to educate and entice consumers. It is the perfect selling tool, capable of continued self promotion even after it has left the shelf, fueling brand recognition and influencing popular culture.

EXPERIENCE

Senior Designer/Creative Director

William Fox Munroe, Inc., Shillington PA; April 1997 – Present
Designer of award winning packaging. Responsible for creating graphics for display cases, POS and POP displays, sales literature and concept boards. Completed and directed numerous projects for the Hershey Company, W.L. Gore, Wyeth, R.M. Palmer Co., Frankford Candy & Chocolate Co., Murry's Foods, Lowes, and Bed Bath & Beyond. Assisted in marketing plan development and company advertising campaigns. Other responsibilities include aiding staff in idea generation, copywriting, production art, mentoring junior designers, overseeing in-house critiques, illustration, preparation of presentation materials, and assembly of packaging comps.

College Instructor

Package Design, Kutztown University, Kutztown, PA; Spring 2001 & 2002
Developed package design workshop focusing on the aesthetics and history of the package with in-depth instruction on various printing methods, production and industry standards. Related tasks included creating curriculum, project evaluation, critiques, and student mentoring.

Typography, Kutztown University, Kutztown, PA; Fall 2002

Instructed students on fundamentals of typographic design with emphasis on font selection, legibility, readability, formatting, kerning and leading. Typeface identification and history of typography were also part of the curriculum.

Free Lance Designer/Illustrator

Berks County Living Magazine, Sinking Spring, PA; 2001

Traditional and digital illustration for feature articles and departments

Medstar Television, Allentown, PA; 1996 – 1997

Created still panel and animated television graphics for medical broadcasts including Health Matters, Medsource & Advances Plus.

Lehigh Valley Magazine, Bethlehem, PA; February 1997 – June 1997

Designed feature editorials and executed traditional and digital illustrations for feature articles and departments

PROGRAMS

Mastery of the following software:

Adobe Illustrator, Adobe Photoshop

Proficient in following software:

Adobe InDesign, Quark Xpress, Microsoft Word

EDUCATION

Kutztown University

BFA in Communication Design with a dual concentration in Illustration and Graphic Design (Magna Cum Laude, Class of '96)

AWARDS

Package Designs

Appearances in the following publications:

Graphic Design USA, Creativity Awards Annual 36,

Stagnito's New Products Magazine, Package Annual Worldwide: noAH VIII

Awards from the following organizations:

American Graphic Design Awards, Flexographic Technical Association, American Design Awards, GDUSA Creativity Awards

REFERENCES

Portfolio and references available upon request.