

# Michel Steingisser

Experienced Graphic Designer

BOSTON, MA



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## EXPERIENCE

### **MS Design Studio LLC** Owner, Principal Designer 2024–present

Boston, MA (Remote)

MS Design Studio provides graphic design and art direction services. Clients have included QBS Learning (formerly Bill Smith), Savvas Learning Company, Cheng & Tsui, Forever & Ever Books, and Imagine Learning Studios.

- + Managed the design process of a 7th grade mathematics program for QBS Learning and Savvas Learning Company. Responsibilities included directing the production team on page design, proofing for prototype consistency, testing for color accessibility, brainstorming ideas with editorial teams, photo and art editing.
- + Spearheaded the design of an illustrated Red Sox series trade book and marketing collateral for publisher Forever & Ever books.
- + Coordinated with print vendors to oversee pre-press preparation and proof review processes in order to meet clean file requirements for domestic and international printing.
- + Designed and conducted photo research for several Twig Science books, aimed to connect students' curiosity in science with the real world.

### **Dinardo Design** Senior Designer 2013–2023

Concord, MA (Hybrid/Remote)

Dinardo Design is a studio that provides art and design services to publishers and beyond. Clients included Penguin Random House, Scholastic, Heinemann, Reycraft Books, Imagine Learning Studios, Savvas Learning Company, and Zaner-Bloser.

- + Managed the cover and interior design process of hundreds of fiction and non-fiction books aimed towards engaging, inspiring curiosity, and guiding young readers towards a higher level of literacy.
- + Built and fostered strong, trusting relationships by collaborating closely with the art director, art buyers, project manager, production team, contracted illustrators, photo research team, photographers, and editors throughout the entire bookmaking process from initial development to the final printed product.
- + Clarified and refined image briefs for contracted illustrators, assignment photographers, and photo researchers leading to more consistent visuals and stronger text-image match to support reader comprehension.
- + Promoted inclusivity by incorporating culturally appropriate elements into image briefs and art direction resulting in broader representation and appeal among globally diverse communities.
- + Contributed to illustrator search, selection process, and meeting discussions through interest and awareness of new artists, art styles, and contemporary design trends in the current market.
- + Facilitated effective communication and conveyed client feedback to contracted illustrators and photo researchers, efficiently resolving questions and challenges during their work process.
- + Utilized ADA accessibility software to test typeface sizes, styles, colors, and contrast within designs to meet accessibility standards in order to prioritize all user's experiences.
- + Art directed and assisted with assignment photography photoshoots to produce stronger images that precisely match text, image briefs, and client guidelines.

- + Assisted the photo research team in sourcing challenging stock house and privately owned images, playing a pivotal role in keeping book projects on schedule and moving forward.
- + Digitally manipulated art and photographs in the Creative Suite to meet project needs and requirements based on client requests.
- + Created and modified graphs, timelines, charts, maps, and infographics to present information in a clear, organized, and visually pleasing way.
- + Designed logos and identity for books within a series, leading to cohesive, contemporary, and visually appealing collections of books.
- + Created InDesign templates and style sheets resulting in more consistent deliverables across the design team.
- + Created sample prototypes for prospective clients with a goal of expanding client base.
- + Delegated time effectively to balance dozens of projects in different stages with varying requirements and levels of complexity, adhering to tight deadlines.
- + Prepared and delivered clean files for pre-press production to ensure high quality standards and a smooth transition from design to final product.

### **Six Red Marbles Designer** 2010–2013

Charlestown, MA (On-site)

**Six Red Marbles is a full-service provider of learning experience design, content development, educational technology, and publishing services.**

- + Produced captivating cover and interior designs for over 150 books targeted to improve literacy achievement among striving readers.
- + Independently managed design, photo research, and art buying for a sequence of e-books.
- + Collaborated with cross-functional teams within domestic and international offices and helped streamline communication processes.
- + Presented a company-wide seminar on typography resulting in the use of more appropriate typefaces across departments.
- + Mentored team members to help them navigate the Adobe Creative Suite and better understand client aesthetic and project needs.

## **EDUCATION**

### **Skidmore College**

Saratoga Springs, NY

Bachelor of Science in Studio Art with a focus in Communication Design.

Minor in Management and Business.

### **SACI**

Florence, Italy

Summer study program in Graphic Design and Serigraphy.

## **SKILLS**

Graphic Design, Book Design, Production Design, Logo and Branding Design, Photo and Art Editing, Art Direction, Art Buying, Photo Research, Template Development, Prototype Development, Pre-Press Preparation Processes, Conceptualization, Visual storytelling, Creative Problem-Solving, Team collaboration.

## **TOOLS**

Adobe Creative Suite, Acrobat and PDF markup, Font management programs, Monotype Fonts, Alfresco, Smartsheet, FigureOne photo management, Color Contrast Analyzer, Microsoft Office Suite, Powerpoint, Google Suite, Box, Wix.com website development, Mac and PC proficient.