

Michel Steingisser

Experienced Graphic Designer

WOBURN, MA

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EXPERIENCE

MS Design Studio LLC Owner, Principal Designer 2024–present

Woburn, MA (Remote)

MS Design Studio provides graphic design and art direction services to clients.

- + Collaborated directly with small business clients to assess their needs and develop comprehensive branding solutions (logo, business cards, website, and marketing materials) in order to enhance their professional presentation and market recognition.
- + Designed effective marketing flyers for diverse campaigns, ensuring brand consistency and clear messaging to successfully drive new product engagement and interest.
- + Served as key communicator between cross-functional teams of editors, artists, photo researchers, and production team members to define design requirements, coordinate tasks, troubleshoot issues, and ensure final product consistency.
- + Coordinated with external print vendors, adhering to detailed pre-press and proofing requirements to ensure all specifications were met in order to achieve high-quality printed products.
- + Spearheaded the design of an illustrated trade book and marketing collateral, collaborating closely with the author, editor, and illustrator throughout the entire book making process.

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.

- + Designed hundreds of printed books, ensuring final products were highly engaging and met specific educational objectives, demonstrating ability to understand and deliver on diverse project requirements.
- + Cultivated strong, trusting relationships with internal team members and clients (illustrators, editors, project manager, art buyers, photographers, photo research and production teams) to problem-solve and ensure project success from concept to final product.
- + Clearly communicated and refined complex project specifications (image briefs) to external contractors, resulting in consistent, high-quality deliverables that precisely met project objectives.
- + Prioritized inclusivity by integrating culturally appropriate elements into project direction, broadening appeal and ensuring successful engagement with diverse global communities.
- + Facilitated effective communication with contractors, conveyed client feedback and promptly resolved questions and challenges in order to maintain smooth project progression.
- + Ensured all deliverables met appropriate accessibility standards, utilizing specialized ADA software to prioritize and enhance the user experience for diverse audiences.
- + Provided clear art direction and assistance during photoshoots, ensuring final images precisely matched client guidelines and aesthetic.
- + 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 as needed to present information in a clear, organized, and visually pleasing way.
- + Designed logos and visual identity for series books, leading to cohesive, contemporary, and visually appealing collections.
- + Created InDesign templates and style sheets for project use, resulting in more consistent design team deliverables.
- + 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 schedules.
- + 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 hundreds of books targeted to improve literacy achievement among striving readers.
- + Collaborated with cross-functional teams within domestic and international offices and helped streamline communication processes.
- + Educated internal teams on best typographic practices, improving selection of appropriate typefaces across diverse company-wide projects.
- + Mentored colleagues, provided guidance on software tools, project requirements, and client expectations to help team members enhance their skills and contribute to project success.

ADDITIONAL EXPERIENCE

Boston Magazine Digital Designer and Copywriter

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, Marketing Collateral, 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, Active Listening.

TOOLS

Adobe Creative Suite, Acrobat and PDF markup, Microsoft Office Suite, Google Suite, Box, Font management programs, Monotype Fonts, Smartsheet, Color Contrast Analyzer, Wix and Squarespace Website Development, Mac and PC proficient.