

Michael Cook

CONTACT

214.563.1641

COOKM55@HOTMAIL.COM

MIKECOOKCREATIVE.COM

LINKEDIN PROFILE

INSTAGRAM

EDUCATION

Southwestern University

Georgetown, TX | 1994 – 1999

Political Science | History

Miami Ad School

Miami Beach, FL | 2001 – 2003

Art Direction

ABOUT ME

I've been in advertising, graphic design and web design for over 15 years. I have agency experience working with clients from virtually every industry. I believe good communication solves problems, working hard will pay off, and attention to detail is key. I am easy to work with. For evidence of this, please see my "[THATA BOYS](#)" page on my website. I am happy to travel, work remote or come in as needed. In my spare time, I enjoy being with family and friends, hiking, painting, traveling, [VOLUNTEERING](#), exercising, and live music.

SKILLS & SOFTWARE

Communication. Writing. Web Design.

Graphic Design. UI/UX. Advertising. Video

Production. Marketing. Strategy. Branding.

Illustrator ● ● ● ● ● ● ● ● ● ●

Photoshop ● ● ● ● ● ● ● ● ● ●

InDesign ● ● ● ● ● ● ● ● ● ●

XD ● ● ● ● ● ● ● ● ● ●

Premiere Pro ● ● ● ● ● ● ○ ○ ○ ○

Acrobat Pro ● ● ● ● ● ● ● ● ● ●

EXPERIENCE

SENIOR ART DIRECTOR | Dallas, TX | October 2022-Present

Targetbase | A very targeted advertising agency for Honda and pharmaceuticals

- I design email campaigns, direct mail, SMM, and videos.

ART DIRECTOR | Dallas, TX | December 2019-October 2022

Kern Agency | A brand engagement creative agency

- I designed email campaigns, direct mail, videos, and POS mainly for AT&T.

CREATIVE DESIGNER | Dallas, TX | October 2015 – October 2019

PartnerComm Inc. | An award winning communication agency

- I create brands for client communication initiatives.
- I design web (UI/UX) for intranets and public facing websites for large Fortune 100 companies.
- I direct designers, writers, video producers and developers from concept to launch.

Clients: American Airlines, Alliance Data, Facebook, Epsilon, Center, Macy's Inc., Nestle, Red Lobster, Memorial Sloan Kettering Cancer.

CO-FOUNDER & CREATIVE DIRECTOR | Dallas, TX | June 2010 – October 2015

Zero1 Branding | An integrated branding and marketing agency focused on UI/UX

- I found new business and maintained client relationships.
- I met with clients weekly to understand their business, pain points and needs.
- I designed UI, created content, directed developers, and designed all client deliverables.

Clients: Academic Partnerships, KidsDental, UVA (Rio de Janeiro), Cinemark, Universidad Granacolombiano, S & D Oyster Company, TransGlobal Shipping.

SENIOR INTERACTIVE ART DIRECTOR | Dallas, TX | September 2008 – June 2010

Pink Jacket Studio | A boutique advertising and design firm

- I wrote, concepted, and executed web design (UI) as well as other media.

Clients: Fogo de Chão Restaurants, Monitronics Security System, Southwest Airlines.

ART DIRECTOR | Dallas, TX | May 2007 – February 2008

Tribal DDB | An award winning digital agency

- I concepted and designed websites(UI), online advertising, and digital signage.

Clients: Bank of America, Mug Rootbeer, American Airlines, Pepsico.

GRAPHIC DESIGNER | Dallas, TX | February 2007-May 2007

D Magazine | D Magazine is a monthly magazine featuring everything Dallas.

- I designed print ads for clients and created special editorial sections for D Magazine.

GRAPHIC DESIGNER | Dallas, TX | August 2006 – February 2007

Wilson Communications | A small communications firm run by the late, great Robert A. Wilson and specialized in book publication and advertising.

- I concepted and designed advertisements, book covers, annual reports, brochures, and logos.

Clients: Museum Tower, Tyler Technologies, Thompson & Knight LLP, Neiman Marcus.

FREELANCE GRAPHIC DESIGNER | Dallas, TX | January 2004 – August 2006

- I concepted, branded and designed billboards, ads, brochures, posters, direct mail and logos.

Clients: Krause Advertising, Lyon Advertising, City of Addison, Mockingbird Station, Ylang.

CREATIVE INTERN | New York, NY | Summer 2003

Y & R Advertising | A global advertising agency

- I concepted and designed for AT&T and Burger King. My copywriter and I presented ad concepts and storyboards for TV spots that were presented and used by clients and produced.

Clients: Burger King, AT&T