# Michael Cook

## CONTACT

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## EDUCATION

Southwestern University Georgetown, TX | 1994 – 1999 Political Science | History

#### Miami Ad School

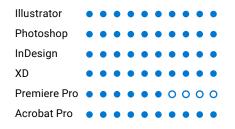
*Miami Beach, FL* | 2001 – 2003 Art Direction

## 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.



## 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 Grancolombiano, 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