

Michael Hoy

See a portfolio at: www.hoygraphics.com

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SUMMARY An innovative design professional with over 13 years of experience in advertising, marketing, editorial, design and production with proven ability to meet deadlines and exceed expectations.

WORK HISTORY

Designer, Michael Hoy Graphic Design
(February 2000 - Present)

Develop logos, advertisements, marketing materials, editorial sections and manage web pages. Clients include Newsweek, Crain Communications, CNet, ZD publishing, Dell, Advertising Age Group, Advanstar, The Journal of Commerce, Bigfoot Interactive, Screaming Media, Tomorrow's Children Fund, AlleyBats

Creative Manager, Computer Shopper magazine
Ziff-Davis Publishing (August 1996 - February 2000)

- Created marketing and promotional materials including media kits, sales sheets, direct mail, ad campaigns, brochures, sales videos, etc. for the #1 computer magazine on the newsstand
- Designed ads for major technology clients including Dell, IBM, Compaq and Gateway resulting in millions of dollars in ad sales

Creative Manager, Windows Sources magazine
Ziff-Davis Publishing (August 1994 - August 1996)

- Designed marketing and promotional pieces
- Conceptualized, designed and produced final ads for major clients
- Supervised staff

Electronic Prepress Manager, Computer Shopper magazine & Windows Sources magazine
Ziff-Davis Publishing (May 1994 - August 1994)

- Directed prepress for 2 magazines, preparing over 1100 pages for printing
- Streamlined work flow to reduce errors and increase efficiency
- Retouched photos
- Coordinated and recorded all aspects of files in order to meet tight deadlines
- Improved communications between editorial, sales and production departments
- Communicated with printers daily
- Checked bluelines
- Supervised staff

Production Manager, Computer Shopper, PC Sources & Windows Sources magazines
Ziff-Davis Publishing (May 1992 - May 1994)

- Managed production process for #1 magazine in ad pages (over 900 pages per month)
- Prepared over 1800 pages of advertising and editorial monthly
- Coordinated all phases of shipping 3 magazines for advertisements and editorial pages to meet overlapping deadlines
- Trafficked and approved paste-up and mechanicals
- Designed advertisements
- Oversaw camera room, typesetting and paste-up
- Communicated with printers daily
- Supervised staff

COMPUTER KNOWLEDGE

All major graphic software applications: QuarkXpress, Photoshop, Illustrator, Acrobat, Dreamweaver etc.

EDUCATION

State University of New York, College at Buffalo, B.S. in Graphic Design (Dec. 89)

CONTINUED EDUCATION

Pratt University, School of Visual Arts, The New School, New Horizons

- Advertising design courses
- Computer courses - Advanced QuarkXpress, Advanced Photoshop, Illustrator, Premiere I & II, HTML
- Web design courses