

Michael Posso

interactive designer / e-mail marketing



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digital experience

Hudson Yards (June 2009 to present)

lead interactive designer

Type of job: International production and creative agency
Duties: Design and produce rich media banners and complete e-mail marketing campaigns for clients such as IBM and Craft.
Tools: Litmus, eyeblaster, Adobe CS4, After Effects.

Joost.com (November 2008 to June 2009)

digital & social media marketing / Jr. Web Designer

Type of site: International video content website.
Duties: Pay-per-click campaign design, digital marketing, flash banners and E-mail campaigns design.
Tools: Responsys CMS, HTML, CSS, Illustrator, Flash CS4.

Hadassah (July 2008 to November)

web production / www.hadassah.org

Type of site: National non-profit donor website.
Duties: General production, social media marketing, flash animations and E-mail campaigns design.
Contents: PDF, Flash.
Tools: Kintera, HTML, CSS, illustrator, Flash.

Galison Publishing (may 2006 to July 2008)

web designer / www.galison.com

Type of site: Wholesale Electronic Store.
Duties: Wire framing, general design & production, graphics SEO, social media marketing, E-mail campaign design.
Contents: Custom photography, PDF, Flash
Tools: Ablecommerce, MailChimp, Constant Contact
HTML, CSS, RSS, JS, Photoshop.

PepperCommotion Public Relations (summer 2007)

web designer / www.peppercommotion.com

Type of site: Company Web site (live)
Duties: Wire framing, General Design, Content and Graphics
Contents: PDF, Flash AS 2.0. Photography and video
Tools: HTML, XHTML, CSS, RSS, JS and Adobe Suite CS3

print experience

Taylor Publishing

lead designer / print production

Type of project: FIT yearbook (summer 2007)

Duties: Production, design, photo retouching.
Contents: Custom photography, PDF, Flash.
Tools: Adobe Indesign CS2, Photoshop CS2., Acrobat 9

computer skills

HTML, CSS, Adobe Creative Suite CS3, Flex skinning, Word press, various JS libraries, Adobe Acrobat and Action Script 3.0, mail delivery platforms.
proficient in PC and MAC platforms

education

New York University

- Certificate in Digital Media Marketing (may 2009)

Fashion Institute of Technology

- B. A in Graphic Design (may 2008)
- A. A in Communication Design (may 2006)

School of Visual Arts Continuing Ed

- Design & Photography (Sep 2008)
- Interface Design (Sep 2008)
- Typography & Style (August 2007)

Union County College

- A. A in Graphic Design (may 2004)

seminars

Flash on Tap (Boston, May 2009)
Future of Web Design (NYC, November 2008)
Working the Grid (by Khoi Vign)
Creative Web Design (by Armit Vit)

personal skills

proficient in English and Spanish
Creator of the Dreamweaver Manhattan User Group
Founder of LatinInteractivo.com
active volunteer in NYcares.