

MICHAEL CARAFA

NEW YORK, NY 10025

WEBSITE: WWW.MICHAELCARAFA.COM

CONTACT: PLEASE EMAIL ME VIA MY WEBSITE

SUMMARY

I am a production specialist with visual communication skills. My education and experience include website design—both HTML & CSS as well as content management systems—responsive web design, the Adobe Creative Suite, and customer service.

CAREER & RELATED EXPERIENCE

MAR 2014—PRESENT

WEB DESIGNER | BUSTEDTEES

NEW YORK, NEW YORK

- Design HTML emails utilizing A/B testing.
- Work with design team to improve website UI/UX.
- Create artwork for T-Shirts.

AUG 2013—MAR 2014

WEB DESIGNER | PPL CORPORATION

ALLENTOWN, PENNSYLVANIA

- Create and maintain corporate and branch websites.
- Design web and print materials for for company-wide clients.
- Work with creative team to collaborate on design projects.

JUN 2013—AUG 2013

MARKETING ASSOCIATE | G2 COMPUTERS

WASHINGTON CROSSING, PENNSYLVANIA

- Maintain existing website.
- Design web and print marketing materials including email blasts, brochures, and mailers.
- Provide Apple-product based technical assistance & servicing.

MAR 2013—PRESENT

FREELANCE WEB & GRAPHIC DESIGNER

- Design work includes: creation and maintenance of WordPress, HTML & CSS sites; print materials; logo design; page-layout.

JAN 2012—APR 2012

CREATIVE DEPARTMENT INTERN | METROPOLIS STUDIOS

LONDON, ENGLAND

- Designed and created flyers, advertisements, posters, and email and web banners for company-wide use.
- Assisted in the The Beatle's Yellow Submarine DVD redesign.

EDUCATION

AUG 2009—MAY 2013

JAMES MADISON UNIVERSITY

HARRISONBURG, VIRGINIA

- Bachelor of Arts degree in Media Arts & Design with a concentration in converged media.
- Minor in British Communications.
- Cumulative GPA: 3.505
- Graduated on deans list and with honors cum laude.

OTHER EXPERIENCE

JAN 2013–MAY 2013

MARKETING DEPARTMENT PHOTOGRAPHER | JAMES MADISON UNIVERSITY

HARRISONBURG, VIRGINIA

Photograph events and edit photos post-production.

AUG 2012–MAY 2013

MEDIA ARTS & DESIGN CLUB PRESIDENT | JAMES MADISON UNIVERSITY

HARRISONBURG, VIRGINIA

- Oversee and manage the executive board, plan events and trips, lead and guide members in their media arts & design careers.

SKILLS

SOFTWARE

Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe Dreamweaver, Adobe InDesign, Microsoft Office, iWork, iLife

WEB DESIGN

Adobe Dreamweaver, WordPress, HTML, CSS, Javascript

OPERATING SYSTEMS

Extensive skills and experience with Mac OS X and iOS.

PHOTOGRAPHY

Held the position of photographer at James Madison University's marketing department. Held the position of head photographer for all New Hope-Solebury School District music department events as well as for the $\frac{3}{4}$ Times newsletter.

HONORS & AWARDS

- 7 out of 8 semesters achieved dean's list standing at James Madison University.
- Certified Apple Sales Professional Recognition.
- Photography won first place in its category during James Madison University's international week.
- Elected president of the School of Media Arts & Design club at James Madison University for the 2012–2013 school year.
- Accepted to and studied abroad in London during the spring semester of 2012.
- Co-chair of events committee during semester in London.