



MIKE SCHNELL

Graphic Designer

PROFILE

For me, the whole reason to wake up in the morning and be a graphic designer is the thought that I can pursue some new ideas today and see where I can take them—or where they will take me. The fun part about ideas is how addictive they can become. When the ideas are flowing, they can be hard to turn off.

In advertising, there is often the question of whether an idea—be it a print ad, TV spot, digital campaign or whatever—is “good” or “bad.” I’m always seeing ads or commercials and thinking, “what would I do to change this? What is it that’s effective about this concept?”

I always come to the same conclusion: whether you think an ad can be objectively “good” or “bad,” the true test of an idea is if it gets under your skin somehow. Good or bad, does it make you think? Better yet, does it make you talk about it with others? If it does the latter, I’d call it a very good idea—now it’s got me talking to people that have never seen or heard of it. I’m spreading the message like a viral video on YouTube.

CONTACT

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EDUCATION

University of the Pacific

Bachelor of Fine Arts

Dec. 1999

I graduated from UOP with a Bachelor of Fine Arts as a Graphic Design major in December 1999. While there I joined Alpha Kappa Lambda social fraternity and Alpha Phi Omega service fraternity.

Freelance

Graphic Designer

Feb. 2004 - Current

Some of my clients include: Virgin Media, DevicePharm, SMS, Pac Sun, Drapers & Damons, Peninsula Publishing, Young & Rubicam, DraftFCB, Mariners Church, Trojan Battery, Irvine Company, Gracie Barra, Stanley Black & Decker, 3V07, Ingram Micro and Taco Bell.

Traffik

Designer / Creative Services Coordinator

Feb. 2013 - Current

I was hired on to Traffik as a Production Artist, but quickly proved I could do more. I was given many design projects and many responsibilities including studio and server management as well as IT and computer services for the whole company.

Lava Partners

Graphic Designer

Aug. 2011 - Feb 2012

While I was at Lava I was asked to design packages for many different clients for POP in Costco and custom golf ball packaging. I was also tasked with redesigning and managing the company website.

Rieches Baird

Studio Designer

Apr. 2008 - Feb 2009

I was brought in to Rieches Baird as a freelancer for one design project, which turned into a full time position working on a variety of projects ranging from Brand Identity and manuals to brochures to full ad campaigns.

EMPLOYMENT

SKILLS

Professional

Photoshop

Illustrator

InDesign

Acrobat

Office



Personal

Creative Communication

Management

Organization

