



Michael Lashford GRAPHIC DESIGN

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EDUCATION

2001–2005 | Texas Tech University, Lubbock, TX
Bachelor of Fine Arts in Communication Design

My education was built on a core of design, drawing, painting, ceramics, wood- and metal-work and 3D construction, with an emphasis on graphic design, typography, illustration, motion graphics, and publication.

CAPACITY

Knowledgeable and efficient with Mac and PC operating systems and fluent in Quark, Photoshop, Illustrator, InDesign, Bridge, ImageReady and Microsoft Office. I contain a working knowledge of Flash.

EXPERIENCE REFERENCES AVAILABLE UPON REQUEST

Principal | Michael Lashford Design
San Francisco, California | 2004–Present

Here, I freelance in print, web and identity design. I work directly with my clients to plan, develop and fulfill a wide range of projects on a range of budgets and timelines. Communication and business development is as crucial as creating great work and meeting deadlines.

Senior Designer | Loomis Group
San Francisco, California | 2008–Present

Here, I work as part of a large, integrated agency to cohesively address and solve design and marketing problems for medium and large clients. Responsibilities include managing multiple projects in a fast-paced environment, coordinating with a large team of people on account, creative and brand strategy sides, art directing the production team with smaller projects and directly presenting and communicating work to clients.

Designer | SullivanPerkins
Dallas, Texas | 2005–2008

Here, I worked as part of a small team to solve design and advertising problems through graphic design. I collaborated with other designers, art directors, account managers and writers. I worked on a variety of projects for a variety of clients. Responsibilities included managing multiple projects effectively under tight deadlines, working with all people in our team as well as independently and working directly with other vendors to ensure projects were fulfilled to the highest level of quality.

RECOGNITION

AIGA / LA and TOMS Shoes
Sole Search Design Contest | 2008
Shoe design selected for placement in show.

AIGA Get Out the Vote
Poster Design Contest | 2008
Poster design was one of twenty-five selected from thousands to be professionally printed and distributed nationwide to encourage Americans to vote in the 2008 presidential election.

Dallas Society of Visual Communications
49th and 50th Annual Dallas Show | 2007 and 2008
Work selected for placement in shows.

Dallas Society of Visual Communications
1st Annual National Student Show | 2005
Work selected for placement in show.

FREELANCE

UNIT design collective
San Francisco, California | 2008

Telegent Systems
Sunnyvale, California | 2007–Ongoing

Packet Forensics
Tempe, Arizona | 2007–Ongoing

Landmark Arts Gallery
Lubbock, Texas | 2005

PonyXpress Printing
Dallas, Texas | 2004–2005