



# MICHAEL R. BURMESCH

## Graphic Designer & Art Director

### APPROACH:

Rooted in purpose and intention with unwavering attention to detail, there is an evident process of how I design. I do not merely decorate. I research, draft and execute a visual language. Using my experience in several venues, both professionally and personally, I continuously collaborate, create and develop stunning, award-winning graphic (communication) design.

### EXPERIENCE:

- Vivent Health (formerly AIDS Resource Center) • Graphic Communications Manager • May 2011–Present**  
Complete the conceptualization, design, production and management of print and digital/web graphics in WI, CO and MO, including branding, promotion and day-of graphics for annual rotating special events.
- Diamond Nexus Labs • Graphic Designer • March 2009–May 2011**  
Designed the 2009 branding and graphics for e-commerce sales/emails and retail environment signage.
- Mb Designs • Freelance Graphic Designer • August 2006–Present**  
Partner with clients, assisting in brand development and awareness for progressive community strength.

### EDUCATION:

**Milwaukee Institute of Art & Design • August 2004–May 2008**  
Bachelor of Fine Arts (BFA) Degree in Communication (Graphic) Design, President's List honors

### CAPABILITIES:

Strong, reliable work ethic, self-directed execution, superb accuracy, flexibility in fast-paced settings, effective management of staff/timelines fostering team productivity and enthusiastic resourcefulness.

Solid communications with a strong understanding of navigation, readability, and design aesthetics to generate revenue (retail, e-commerce, non-profit), spark emotional connection, invigorate communication and holistically implement design concepts in various forms (print, web and video multi-media).

Uphold branding guidelines in every produced form of communication (identity/branding, typographic art, print/web advertising, appeal/recruitment mailing, product/packaging design, informative design, printed book/catalog design, invitation and event graphics, exhibition design, 3D/4D environmental graphics, video arts and website design).

### PROFICIENT use of:



### FAMILIAR with:

### AWARDS:

- 2018 GD USA “Responsible Designer to Watch”** • Featured in the October 2018 cover-story article
- 2016 GD USA Health + Wellness Design Award** • AIDS Resource Center PrEP awareness marketing
- NEWaukee/Urban MKE “NEWaukee of the Week”** • Week of May 29, 2016
- 2015 GD USA American Package Design Award** • AIDS Walk Wisconsin P-O-P display/cards
- 2012 GD USA American In-House Design Award(s)** • Three awards for AIDS Resource Center collateral

### INTERESTS:

- Photography** • Architectural/nature/abstract iphonography, shows and art fairs as Mb Squared Photography  
Featured in the Appleton, WI “One Great Place” 2015-2016 installation
- Drawing/painting** • Figure, observational, abstract and perspective methods
- Letterpress printing/book arts** • Vandercook press, digital and mixed media variations
- Volunteering** • Literacy Services of WI, AIDS Walk WI, Fair WI and Milwaukee Public Schools

### REFERENCES:

Available upon request

## CONTACT:

**MichaelBurmesch.com**  
(414) 517-5905 • mburmesch@gmail.com

## CONNECT:

