



MICHAEL R. BURMESCH

Graphic Designer

APPROACH: Rooted in purpose and intention with an unwavering attention to detail, there is an evident process to 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 create and execute stunning, award-winning graphic (communication) design.

EXPERIENCE: **AIDS Resource Center of Wisconsin, Graphic Communications Manager**, May 2011–Present
Manage the conceptualization, design, production and output of all print and digital/web graphics throughout WI, CO and MO for the organization, including graphics for our annual rotating special events.

Diamond Nexus Labs, Graphic Designer, March 2009–May 2011
Designed graphics for e-commerce web-sales and emails, as well as retail print signage and promotion.

Half-Price Books, Bookseller/Store Graphics, June 2006–March 2009

EDUCATION: **Milwaukee Institute of Art & Design**, 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 a fast-paced setting, effective management of staff/timelines fostering team productivity and enthusiastic resourcefulness

Solid communications with a strong understanding of navigation, readability, and design aesthetics as it pertains to generating revenue (retail, e-commerce, non-profit) and holistically implementing 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/package design, informative design, printed book/catalog design, invitation and event graphics, exhibition design, 3D/4D environmental graphics, video arts and web-site 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 (ARCW PrEP marketing campaign)
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) (3 awards for ARCW print collateral)

INTERESTS: Photography (iPhone, landscape/architectural/nature art, prints & mounts, gallery showings)
• Featured in the Appleton, WI “One Great Place” 2015-2016 installation

Drawing (Figure, observational and perspective methods)

Letterpress printing/book arts (Vandercook press, digital and mixed media variations)

Volunteering (Literacy Services of WI, ARCW, Fair Wisconsin, and Milwaukee Public Schools)

REFERENCES: Available upon request

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CONNECT:   