

MICHAEL FEHRENBACH



CONTACT

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EXPERIENCE

LEAD DESIGNER ROCKETFUEL FALL 2009 – CURRENT

For the past year, I have worked at this emerging creative and digital strategy agency. As their first permanent and in-house design hire, I am something like a design-oriented swiss army knife—closely involved with everything from product strategy to branding, interface layout to web and application design. Our main clients include Major League Soccer, CBS, and the New York Stock Exchange.

DESIGNER KINDA SORTA MEDIA FALL 2009

I worked with the internet-culture and social-media guru Rex Sorgatz. Under the banner of his startup digital agency Kinda Sorta Media, I dabbled in product strategy, web interface design and branding. Clients included fashion swap site ReFashioner and Mediate spin-offs Geekosystem, Styleite, and SportsGrid.

INTERN THE MUSEUM OF MODERN ART SUMMER 2009

I was selected for a Creative Internship with The Museum of Modern Art in New York, working for the Retail Department. Over the course of the summer, I worked on print advertising, online collateral, and in-store displays in support of MoMA's several retail establishments. This also involved work on several branding projects, including an updated style for retail advertising and a visual identity for the store's upcoming gift registry.

INTERN, ART DIRECTOR WEXLEY SCHOOL FOR GIRLS WINTER 2009 – SPRING 2009

I initially worked as an Intern for this nontraditional advertising agency in Seattle. I helped with art direction, design, and branding for several local, regional, and national campaigns. Clients included Microsoft, Brooks Running, Copper Mountain Ski Resort, and the new Seattle Sounders Football Club. This work emphasized our viral, engagement-oriented approach and embraced a variety of channels: print, internet, social media, videos, and events. After my internship ended, Wexley kept me on board as a freelance Art Director.

GRAPHIC DESIGN ASSISTANT FINE ARTS DEPARTMENT FALL 2007 – SPRING 2008

In my final year in college, I was selected as the Graphic Design Assistant for Seattle University's Fine Arts Department. My task was designing the promotional materials for on-campus art events, working with different clients throughout the University.

DESIGNER, LEAD DESIGNER THE SPECTATOR FALL 2006 – SPRING 2008

Seattle University's college newspaper hired me as a Designer, to lay out pages for its weekly publication. Later, I was promoted to Lead Designer and led a complete redesign of the paper. In this position, I managed the work of two other designers, while coordinating content with our photographers and page editors. I also served on the Editorial Board, guiding the overall direction of the organization.

INTERN KING COUNTY FALL 2003 – WINTER 2007

While in college, I worked for several years as an Intern for the Technical Publications section of King County's Wastewater Treatment Division, in Seattle. We wrote, illustrated, and produced technical manuals for the County's sewer facilities. Yes, sewers.

SIGN MAKER FASTSIGNS SUMMER 2002, 2003

I worked summers as a Sign Maker on the production end of this small sign shop, creating signs and other graphics in a variety of materials. It was a long time ago now, but the work introduced me to vinyl, ink, craftsmanship, and ultimately my career path since then.

EDUCATION

BA IN HUMANITIES SEATTLE UNIVERSITY SPRING 2008

BA IN ECONOMICS SEATTLE UNIVERSITY SPRING 2008

BA IN FINE ARTS (DIGITAL DESIGN) SEATTLE UNIVERSITY SPRING 2008

With a minor in Philosophy; all degrees awarded magna cum laude.

SKILLS

Creativity. In-depth technical knowledge—both for web and for print. Complete dedication to my work. Outside-the-box problem solving skills. Direct and honest social demeanor. Thorough attention to detail. High personal standards. Good writer and proofreader. Penchant for working in fast-paced, deadline-based environments.

ACROBAT, AFTER EFFECTS, APERTURE, BRIDGE, DREAMWEAVER, FIREWORKS, FLASH, FRAMEMAKER, ILLUSTRATOR, INDESIGN, LIGHTROOM, OFFICE, PHOTOSHOP, QUARK / CSS, HTML / MAC OS, WINDOWS

REFERENCES

In the interest of privacy, please contact me for current references.