



LAWRENCE C. PAELMO | ART DIRECTOR

CREATIVE DIRECTION | GRAPHIC DESIGN | ILLUSTRATION | BRANDING | WEB INTERFACE

WORK EXPERIENCE

02-2015 - PRESENT | CONTINENTAL • TROY, MI | CREATIVE SPECIALIST

- Logo development, signage POS, conceptual design, presentation and packaging design.
- Landing Pages Development using Unbounce platform to design the pages.
- Team projects collaboration from conceptualization to final implementation.
- Work closely with the Creative Director and Brand Managers.
- Kiosk Interface Development.
- App Interface Development.
- Brand Development.

03-2013 - 02-2015 | HMS MFG. CO. • TROY, MI | ART DIRECTOR/WEB DESIGNER

- Logo development, product photography, conceptual design, photo retouching, presentation and packaging design.
- Develop, design and manage the company website.
- Brand Development.

02-2003 - PRESENT | DESIGN LAWRENCE • CANTON, MI | CREATIVE DIRECTOR

- Logo, brochure, branding, poster, graphic t-shirt, ads, corporate branding, conceptual, experimental graphics, web interface, web banners, web landing pages, product photography and capabilities design.
- Creative / Art Direction and Brand Development.

05-2009 - 03-2013 | TREE FORT BIKES • YPSILANTI, MI | SR. DESIGNER/BRAND MANAGER

- Design manage and insure the quality of projects from concept to final execution to convey the Tree Fort Bikes brand.
- Develop the new logo, brand identity, and brand guidelines for the company.
- Develop web interface for the company on-line store to insure brand identity.
- Design and create brand related products like t-shirts, water bottles, pint glasses and cycling jerseys.
- Work closely with the Sr. Web Programmer to insure the quality of the website, banner ads, e-newsletter and email ad campaign.
- Art Direct photo shoot, and retouch product photography for the company on-line store.

08-2006 - 05-2009 | ARS ADVERTISING • ST. JOSEPH, MI | ART DIRECTOR/DESIGNER

- Art Direct photographer for Whirlpool, Amana, Maytag, and Gladiator GarageWorks for product photography.
- Postcard, POP, poster, logo, conceptual design, ads, brochure, and catalog design following brand guide lines and specifications.
- Visually interpret communication briefs for client needs with the direct supervision from the Sr. Creative Director and Associate Creative Director to meet ARS's expectation.
- 3D-rendering using GoogleSketchUp for in-store display, trade show display and packaging mock-up.

11-2005 - 07-2006 | TEACHER'S DISCOVERY • AUBURN HILLS, MI | JR. ART DIRECTOR

- Manage and collaborate with Freelance Graphic Designers, Creative Writers, Researcher, Proof Readers and Freelance Illustrator on executing projects from concept to final execution.
- Catalog, poster, logo, photo manipulation and ad design.
- Photo research for assign projects that are appropriate for Grade School, Middle School and High School.

05-97 - 03-2005 | SCHOOLCRAFT COLLEGE • LIVONIA, MI | DUPLICATION TECH. (KINKO'S DUDE)

- Perform printing and production procedures, including cropping, screening, halftones, photo masking, signatures and layout.
- Supervise at least 2-3 Student Assistants during Fall and Winter Semesters to insure production quality and operation.

EDUCATION

EASTERN MICHIGAN UNIVERSITY • YPSILANTI, MI
BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

SCHOOLCRAFT COLLEGE • LIVONIA, MI
ASSOCIATE IN SCIENCE

CONTACT

734 578 6533

designlawrence03@gmail.com

designlawrence.carbonmade.com

Canton, MI 48187

SKILLS

- ▶ Adobe InDesign
- ▶ Adobe Illustrator
- ▶ Adobe Photoshop
- ▶ Adobe Lightroom
- ▶ Adobe Muse
- ▶ Adobe Dreamweaver
- ▶ Google SketchUp
- ▶ Constant Contact
- ▶ Unbounce

INTEREST

- ▶ Graphic Design
- ▶ Illustration
- ▶ Philippines
- ▶ Travel
- ▶ Typography
- ▶ Sneakers
- ▶ Street Wear
- ▶ Basketball
- ▶ Photo Manipulation
- ▶ Movies

CONNECT

linkedin.com/in/LawrencePaelmo

behance.net/DesignLawrence

twitter.com/DesignLawrence

facebook.com/DesignLawrence