

MICHAEL KOLATAC CREATIVE DIRECTOR

NY/NJ METRO AREA | 973.477.2764 | michaelkolatac@gmail.com

PROFILE

- Director-level experience in advertising design, brand identity, promotional materials, point of purchase and package design for major industries
- Adept in producing on-strategy results while respecting tight timelines
- Mentorship of junior talent for optimal growth and production
- Effective communicator, accomplished in all aspects of the creative process, featuring strong design that works in conjunction with entire brand strategy
- Strong design aesthetic complimenting brand guidelines and strategy
- Outstanding sensitivity to color, typography, photography and retouching
- High-level knowledge of Adobe Creative Suite, specializing in InDesign, Illustrator, Photoshop, and Acrobat

WORK

2017-2024 / Dot Matrix Design Group

Creative Director

2007-2017 / The S3 Agency

Associate Creative Director

2000-2007 / Vision Creative Group

Art Director

1997-2000 / Contemporary Marketing Inc.

Senior Designer

AFTER WORK

Painter, illustrator, photographer, laugh addict, professional concert-goer, avid foodie

REFERENCES

Available upon request

EDUCATION

New Jersey City University / Jersey City, NJ

Bachelor of Fine Arts: Communication Design and Technology

School of Visual Arts / New York City, NY

Typeface design with renowned type designer Ed Benguiat

Photo retouching with renowned beauty and fashion photographer Lindsay Adler

CLIENTS

Healthcare

Becton Dickinson, Community Blood Services, Congenital Heart Defect Coalition, GlaxoSmithKline, Novartis, Pfizer, Reproductive Medicine Associates of New Jersey, Sanofi, Schering-Plough, Vista Autism Solutions, Wyeth

Consumer

Avon, Benjamin Moore, BMW, Casio, Coldwell Banker, Eight O'Clock Coffee, Ferrero USA, Group RCI, Jaguar, JVC/Kenwood, National Kitchen and Bath Association, Newark Museum, Reebok, Safilo USA, Saks Fifth Avenue, Turtle Back Zoo, Wyndham Hotels and Resorts

AWARDS & RECOGNITION

Graphic Design USA

New Jersey Advertising Club

The Davey Awards

The Great Oak Awards