



MICHAEL LASENICK

SENIOR ART DIRECTOR

862-228-5151 - mike.lasenick@gmail.com

■ PORTFOLIO

mlasenick.com

PROFESSIONAL SKILLS

INDESIGN
PHOTOSHOP
ILLUSTRATOR
EXCEL
WORD
POWERPOINT

COMMUNICATION
TEAMWORK
TRUST
CONCEPTS
MOTIVATION
ADVANCEMENT

■ EDUCATION

William Paterson University,
Wayne, New Jersey
BFA - Graphic Design

■ REFERENCES

Eris Seader
Senior Brand Marketing Manager
eric.e.seader@gmail.com
908-208-3787

John Natale
VP Creative Orchard Brands
natalejohn1@gmail.com
914-629-9087

Kim Renta
Copy Director
kimarenta@gmail.com
973-752-3322

■ INTERESTS

Freelance Design
Photography
Snowboarding
Swimming
Fishing

SENIOR ART DIRECTOR

2016 to 2020
Haband Company
Mahwah, NJ

- Team Direction for Home & General Merchandise
- All phases from concept to final proof including: Layout, photo direction(on & off model), production, photo selects, digital workflow, photo retouching, color correction, package & final Epson color proofing reviews on a daily basis
- Executive cover/campaign meetings
- Private label credit collateral creative with compliance
- Weekly team touch bases
- Team goals and reviews
- Responsible for multi-channel campaigns that include catalogs, look-books, post cards, direct mail packages, web sliders, banners & email blasts

SENIOR ART DIRECTOR /CREATIVE DIRECTOR

2011-2015

- Oversaw team of 38 for Menswear, Ladieswear & Home. Included Designers, Prepress, Photo, Copy and Traffic
- Reviewed and conceptualized for all aspects
- Attended and presented at weekly executive meetings and produced powerpoint presentations
- Created working visuals for weekly touch-bases with marketing, merchandising and creative to insure proper contact strategies
- Re-organized creative dept. with improved processes
- Creative budget and schedule
- Goals and reviews

ART DIRECTOR

- Responsible for general merchandise, soft goods & premium creative
- Managed growing department as division grew
- Worked on everything from layout and photo approval to production and photo retouching

GRAPHIC DESIGNER

- Created layouts for Menswear, Ladieswear and Home
- Production of the ads that I layed out. Included flyers, letters, outer envelopes and postcards. Also worked on web images
- Mac IT during this period
- Training new hires

PRODUCTION ARTIST

- Combined photography and copy to match layouts for all divisions

ACHIEVEMENTS

- PLCC team member generating ideas & creative resulting in annual increases of 200+ basis points.
- Multiple personalized house/prospect campaigns lifting response as much as 15-20%
- Leveraged my experience into an Interim Creative Director's role managing a team of 38.
- Successfully leading teams through 120+ contact campaigns annually.
- Rebranding of home and general merchandise creative across print and digital.