

# Michael Morenko

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Award-winning, multimedia designer, providing marketing, advertising and editorial content to leading media companies. Collaborative leader who enjoys mentoring junior team members and managing freelancers. Thoughtful and current with technology possibilities and design trends in both web and mobile. Drives projects from concept to delivery. Expertise that bridges technology and creative disciplines informing project viability and timeframes to best meet business objectives.

## EXPERIENCE

### 2008 - 2012

#### **Lead Designer; TruTV.com**

- Generated revenue by designing mini sites, rich media ads, and site skins for ad sales.
- Provided designs for truTV's video on demand, "truTV2Go" and "Extreme Supreme" mobile apps.
- Delivered creative in support of the network's social media goals; generating many 1000s of Facebook likes and increased brand awareness.
- Lead designer of rich-media advertisements of sponsored content and network products.
- Created numerous custom video players. Providing a platform for online ad revenue and increasing video and page views.

### 2000 - 2008

#### **Senior Designer; CourtTV.com**

- Project lead or sole designer of award winning interactive content which led to department recognition and increased page views.
- Generated revenue by designing mini sites and ad banners for ad sales department.
- Delivered to courtTV.com their first generation video player proving a platform for network content and ad revenue.
- Created sharable video and content widgets for partner sites, increasing page views and video traffic.

### 2005 - 2011 ~ Freelance Designer

#### **History.com**

- Created interface and design for the channel's first exclusive video feature mini site.
- Designed and developed Flash and HTML gateways for program mini-sites.
- Redesigned many holiday and significant historic event pages.

#### **BBCAmerica.com**

- Designed the network's very popular series, "Top Gun", show pages.

#### **Biography.com**

- Designed and developed Flash interactive map of the U.S. that displayed voting results for presidential primaries.

#### **DDB**

- Developed Flash mini-site for New York State lottery, promoting special Christmas games.

## AWARDS

- Forensic Files, Online Promotion  
**Gold BDA North America Design**
- Chasing Freedom, Mini Site  
**Gold ProMax World**
- Little Dog Gone, Online Game  
**World Gold ProMax Design**
- The Gardner Art Heist, Mini Site  
**EPpy Gold award**
- The Exonerated, Mini Site  
**Gold Mark**
- The Impossible Heists, Game  
**Silver ProMax North America Design**
- Murder in Room 103, News Feature  
**Silver BDA North America Design**

## EDUCATION

#### **Rhode Island School of Design**

Bachelor of Fine Arts (*Illustration*)

## SKILLS

PhotoShop, Illustrator, Flash: Animation and ActionScript, After Effects, Indesign, basics of HTML5, CSS, JavaScript and jQuery

## SPECIALTIES

- Project Leader
- UI/UX Principles
- Web and Mobile Design
- Strong Conceptual Thinker
- Interaction Design and Animation
- Expert, Photoshop, Illustrator, Flash

## TEACHING

New York University ~ *Digital Content Strategies*

Guest speaker, 2010 - 2013

## FREELANCE ILLUSTRATOR

*Clients Included:*

- IBM-Thinkpad Product Launch
- American Airlines-Artist of the Month
- Time Magazine
- Scholastic
- The Atlantic Monthly
- Entertainment Weekly
- McGraw Hill
- UC Berkeley
- Widmer Brothers Brewery
- The Wall Street Journal