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## RESUME of Michael Waite

PRINCIPAL, **BONEFROG CREATIVE GROUP**  
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**portfolio:** [www.bonefrog.com](http://www.bonefrog.com)

### EXPERIENCE

22+ years of professional experience as a commercial artist and designer. Over the course of those years—10 with design shops and ad agencies, 12 as a freelance—I have developed logo and corporate identity packages, brochures, websites and other forms of business communications, packaging and label projects, magazines and books, political and nonprofit fundraising, print and electronic advertising, sports team identity and event graphics and more.

### CLIENTS and INDUSTRY TYPES

**Tourism and Travel:** My experience with the tourism and travel industry is the result of working extensively with clients such as The Colorado Springs Convention and Visitor's Bureau, The Durango Area Tourism Association, Purgatory Ski Resort, Southwest Colorado Tourism Region, Double Tree Antlers Hotel in Colorado Springs, Royal Gorge Bridge, Cripple Creek and Victor Railroad, Aspen Mine and Casino, The Northpole and Santa's Workshop, Colorado Springs World Arena, and more. I also produced a series of industry relocation guides over a four-year period for the Colorado Springs Economic Development Council.

**Sports and Events:** Owning an embroidery and imprinting shop for four years gave me wide experience in designing for embroidery and screen printing and electronic transfer applications. I designed and produced artwork for everything from uniforms and coaches shirts to varsity jackets and event tees.

**Publishing:** I have extensive experience in the publishing industry—both designing and setting up print-ready electronic files for entire books and book promotional materials and (9 years) as the art director for *Inventors' Digest* magazine, published out of Boston. My duties for *Inventors' Digest* included production of media kits, promotional projects, ad design services for magazine advertisers, and the design, layout and production of the magazine itself. I've also completed covers and promotional materials for various fiction and non-fiction writers.

**Others:** Over the run of my career, I've done design and art work for banks, home builders, business brokers, local governments, non-profits and their events, radio stations, professional associations (Pro Rodeo Cowboys Association, the Miss Rodeo America organization, Clean Cities, Inc.), law firms, scientific expeditions and more.

### STRENGTHS

**Project Planning and Information Architecture:** My experience both in terms of years and variety of projects gives me valuable prospective. I know the questions to ask that ensure effective implementation. I make it a point to understand the marketing and design objectives on a basic level so as to produce results that are effective for the long term...for both future updates and sustainability and precise targeting of the market.

**Logos and Identity Graphics:** I have a particular passion for logo work, corporate and event graphics, and title design and have produced many such identifying graphics over the years.

**Delivered Results:** I set realistic deadlines and keep them. If I determine I can not complete a project in the timeframe requested, I won't take it on. Projects are carefully outlined and planned, including progress-deadlines that keep both client and designer on schedule and on the same page.

**Professional Relationships:** I've worked with all types of people on all kinds of projects—lone entrepreneurs to committees. I've worked with small budgets and big ones. I've consulted, trained, spoken, been interviewed professionally, published and won industry awards. My preparation and implementation of clearly defined projects allows for smooth working relationships. I have an even temperament and a thick skin.

**Breadth of Experience:** While my professional experience has penetrated deeply into certain industries, such as tourism and publishing, I've always sought out a variety of projects and challenges...that, for me, keeps the creative voltage sizzling.