

Curriculum Vitae of Mitchell Shernoff

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Resident of the Netherlands — citizen of United States — born 12 April, 1977 in California
Male, married, one child

PROFESSIONAL EXPERIENCE

2015 – June 2017

Senior Art Director:

Philips — Art direction for Philips Avent and directly involved in developing the future vision and strategy for key product launches. Concept development of a new Avent logo and new packaging design system for the global product portfolio.

Philips — 360° Art Direction for Philips Beauty, specifically for the high profile launch of their Lumea Prestige IPL device. Responsible for all visual and communication touch points (Packaging to Point of Sale to Digital) while supporting the product's ecosystem and life cycle.

2014 – 2015

Art Director:

Philips — Illustrator and Art Direction for Philips Avent Illustration Strategy.

Philips — Art Direction for 5 Brand recruitment videos (based out of Shanghai, China).

2010 – 2014

Creative Director, Art Director, Graphic Designer, Illustrator

West-Ward Pharmaceuticals — Rebrand, production, and implementation of a packaging design system across the entire product portfolio.

EA — Conception and delivery of UI artwork/wireframes for the American Idol iPhone app.

Sony — Conception and delivery of UX/UI artwork/wireframes for Wheel of Fortune Cubed app.

2000 – 2014

Co-Founder, Creative Director

Mitchel Design (EST, USA, NL) — Involved in all aspects of running and working in a creative agency. Personally set the aesthetic tone, vision, and brand for a firm specializing in corporate identity, branding, marketing campaigns, packaging, and online solutions. Delivered custom-fit and tailored solutions to match clients' needs. Directed quality and brand management services, which were always set to the highest standards. Basic account and project management skills and services developed and tuned.

2000 – 2005

Book Designer

Creative Arts Publications, River Cruise Promotions, William & Sons Publishing — Created book and cover designs for The Schoolmaker (academic biography), The Individual-maker (academic biography), The Works and Days of Svistonov (Russian novel in translation), Russia by River and China by River (guidebooks), The Individual-Maker (academic memoir), and Systematic Ambiguities (self-published art book).

OTHER EXPERIENCE

2003 – 2006

Executive Producer: June Day Productions (USA)

Conducted research, provided logistical support, and oversaw all domestic as well as European production for the documentary film, On Moral Grounds. After 10 years of Sony Pictures holding onto the option, it was recently acquired by an independent production house and currently in development to be released as a full-length, feature film.

EDUCATION

1995 – 1999

University of California at Santa Barbara

BFA in Fine Art, with emphasis in painting and printmaking; minor in Russian language

LANGUAGES

English – mother tongue

Dutch – student/learning

Russian – very basic

OTHER INTERESTS

Design, branding, art, technology, sneakers, gaming, cycling, alpine skiing, football, snooker, tennis, all foods and most drink