

MITCHELL SHERNOFF

graphic designer | creative director | art director | visual problem solver

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PROFESSIONAL EXPERIENCE

Mitchel Design (EST, USA, NL)

2000 - PRESENT

Co-Founder, Creative Director

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. Solutions are custom-fit and tailored to match clients' needs. Quality assurance, brand services, and at times, account and project management all fall under my domain.

Philips Design, Mother & Childcare 2016 - 2017

Senior 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 Design, Beauty 2015 - 2016

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.

Philips Design, Mother & Childcare 2015

Illustrator and Art Direction for Philips Avent Illustration Strategy.

Philips Design, Brand 2014

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

West-Ward Pharmaceuticals 2010 - 2014

Rebrand, production, and implementation of a packaging design system across the entire product portfolio.

Sony 2013

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

EA 2010

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

Creative Arts Publications, River Cruise Promotions, William & Sons Publishing 2000 - 2005

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

June Day Productions (USA)

2003 - 2006

Executive Producer

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

University of California at Santa Barbara

1995 - 1999

BFA in Fine Art — emphasis in painting and printmaking

Minor — Russian language

PERSONAL

Resident of the Netherlands

2006 - present

Citizen of the United States

Born: April 12, 1977 in California

Married, one child

LANGUAGES

English

Mother tongue

Dutch

Student/Learning

Russian

Very basic

OTHER INTERESTS

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