

Nothing succeeds like the big idea.

MICHAEL MOREIRA

Web, print and mobile creative.
Certified in UX / UI design.

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EDUCATION

CCA | San Francisco, CA fine art / graphic design St.
Mary's College | Moraga, CA bachelor of arts, government

SKILLS

Brand Development / Corporate Identity / User Interface
Design / Logo Design / Concept Development/ Art
Direction / Web Design / Adobe Creative Cloud /
Mobile Development / Photography / Email marketing

THE RIVERPARK INN since 2006

For this Tucson, Arizona hotel, I designed marketing collateral for print and environmental graphics. I prepared digital content for rapid web implementation. I also assembled Keynote decks for presentations. In a collaborative environment, I interfaced with hotel staff on promotional campaigns and hotel property graphics. I drafted wireframes and style templates for a web programming team, and performed site updates.

PUEBLO GEM & MINERAL SHOW since 2006

Working with this trade show, with annual revenue of 1M, I conceived the event branding. With this strong foundation, I implemented marketing campaigns for print and digital. To optimize event attendance, I designed and built a mobile application. There was ongoing collaboration with writers, managers and vendors. I developed style guides for web programmers to simplify the design process and maintained web assets using a content management system.

NOVATEUR ENTERTAINMENT since 2015

Novateur Entertainment is talent management company in Los Angeles. As creative director, I oversaw visual branding, which established the visual direction of the company. I conceptualized, designed and built web sites using various digital tools. I created assets for marketing, apparel, social media and built email marketing campaigns. I developed marketing strategies with associates and coordinated meaningful contact with multiple project principals often remotely. I worked on concurrent projects including multiple web sites.