MIKEL S. ROSENTHAL
SR. VISUAL DESIGNER / DESIGN SYSTEMS

Mobile: 773.490.6923
Email: mikelrosenthal@me.com
Web: mikelrosenthal.com

mikel_rosenthal
iatric_mx
iatric

Sr. Visual Designer & Sketch Advocate with 18+ years of professional experience in **creating** and **renovating** identities. Powered by a passion to provide powerful new visual branding explorations and create delightful user design systems.

EXPERIENCE:

Design System Architect/Sr. Visual Designer | GE Healthcare | 2019-2020
Streamlined design layout process with Sketch Design system using DSM and cloud sync. This enables the system assets to stay consistent and acted as a team Architect. The system was refined won the 2020 reddot award for Interface Design. Helped individuals become used to using the system with teaching lessons and question hours where we were open to helping others with any build questions.

Sr. Visual Designer/Design System Architect | BCBSIL | 2019-2020
Creating new and inventive ways to problem solve through visual design and in-depth product exploration. Enabling the company with an intuitive Design System built-in Sketch used to speed up concept-to-production and prototyping for all region subsidiaries. Broad understanding of design thinking, human-centered design, human-computer interaction, and stay cogent in the latest technology and design trends. I help other individuals fulfill their potential by mentoring and assisting through advanced learning and help nurture their skillset. I very much love teaching people Sketch and maintaining a design system for large companies.

Sr. Product/Visual Designer/Design Systems | TransUnion | 2018-2019
Creating global design systems and visual branding for all public TU products in Sketch. Assisting fellow designers/developers in supporting team/company goals. Responsible for leading and growing the department to create universal visual branding/template style guidelines and help facilitate developer/stakeholders design requests with speed and consistency in an Agile environment. Successfully converted all existing applications to Sketch and created global systems for managing assets, creating symbol libraries, overrides and a system to build products efficiently and accurately.

Sr. Lead Visual Designer/Art Director | Maven Wave Partners | 2013–2018
Head of conceptual and stylistic direction on all client projects. Design lead for interface design, website and mobile application development, print collateral and digital marketing campaigns, video and trade-show exhibitions. Directed and managed collaborative creative teams on overall design concepts to meet client expectations. Independently designed and created dynamic working prototypes for user testing along with visually rich journey maps derived from architectural wire-frame dashboards in Sketch. Clients Included: Aflac, Abbott, Abbvie, Anixter, Avery, Catamaran, Crate & Barrel, CME, Dawn, Disney, Dremel, EA, Google, Miller-Heiman, Nike, Verizon, Whirlpool

Sr. Lead UX/UI Designer | Biersma Creative | 2005–2013
Lead for all projects in monitoring and supporting original client direction, in addition to managing the design team. Led clients through all communications of project development and future design scope. Responsible for the conceptualization and implementation of designs in a wide range of graphics applications including re-branding, website design, collateral, print materials, trade-show, environmental graphics, packaging, brand development, user interface exploration, project management, video editing, animation, prepress and digital production. Clients Included: AT&T, Big Machines, Devine Capital Partners, Hillard Heintze, Eventric, Salesforce

Art Director/Sr. Lead Designer | Field Trip Factory | 2003–2005
Lead role for concept and design projects across a diverse portfolio of enterprise-level clients. Managed creation and development of web advertisements for store side and public websites. Directed print production and design including scripts, postcards, supporting materials, flyer creation, and new business presentations. Monthly designing and building HTML newsletters, department manuals, storyboarding, website flow charts and design interface exhibitions. Initiated and lead the restructuring of the entire design department for more efficient project development. Clients Include: ComEd, HEB, Fry's, Petco, Harris Bank, Mead/Scholastic

Jr. Graphic Designer | Firebelly Design | 2002–2003
Entrepreneurial role with end-to-end art direction for all print, web presentation and production assets including ideation artifacts, storyboarding, creative deliverables and execution processes. Represented creative in diverse teams across multiple projects for large accounts while adhering to strict timelines. Oversaw project management for both creative and client team(s) to facilitate centralized communication that mediated risks, removed obstacles and met project objectives. Clients Include AT&T, Snapple, Rohner Letterpress, Neo-Futurists Theater, Metro Theatre, Blue Man Group, A.I.G.A.

EDUCATION:

Missouri State University | 1997–2001
Bachelor of Fine Arts in Electronic Arts & Design | Minor: Mass Media & Communications
Graduated Summa Cum Laude | Member of A.I.G.A. Association

reddot winner 2020
interface design

PROGRAMS:

Program	Rating
SKETCH	● ● ● ● ●
INVISION	● ● ● ● ●
PRINCIPLE	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●
DESIGN SYSTEMS	● ● ● ● ●
AFTER EFFECTS	● ● ● ● ●
PREMIERE	● ● ● ● ●
PHOTOSHOP	● ● ● ● ●
ADOBE XD	● ● ● ● ○
ACROBAT	● ● ● ● ●
AUDITION	● ● ● ● ●
KEYNOTE	● ● ● ● ○
WORDPRESS	● ● ● ● ●

INTEREST & HOBBIES:

Sketch Advocate, Design Systems, User Experience, User Interface, Visual Design, Video Production, Voice Over, Music Composition, Futurist, Musician, Wonder Seeker

REFERENCES:

Jon Cournoyer / Head of Design
St. Louis Art Museum
314.732.7726
jon.cournoyer@slam.org

Matthew Sigel Evans / Creative Director
Sprout Studios
314.753.7288
matthew@sprout.cc

Eamon Madigan / Sr. Manager
Visual Interface Design Team @ BCBS
847.275.0225
eamon_madigan@bcbsil.com

WORK EXAMPLES:

View Examples