

MICHAEL THOMAS HOLMES

GRAPHIC DESIGNER | CREATIVE DIRECTOR

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Clients hire Michael to reinvent their promotional game. A life-long multi-creative, his passion for storytelling empowers his clients – Michael’s creative campaigns and diverse designs quantifies each project’s unique root energy, priming them for popularity and profit. With years of experience crafting content and creative concepting, Michael has developed fully integrated brand identities for professionals, productions, and properties. He’s a perceptive leader, a bold problem-solver, and relishes collaboration and ingenuity. Michael strives to create work which inspires and elevates our culture and society.

EXPERIENCE



HOLMES DESIGN FREELANCE GRAPHIC DESIGNER | CREATIVE DIRECTOR 1997–PRESENT

Concepting, project management, editorial design, project management: digital & print, key art, logos, websites, branding & identity, layouts, decks, displays.

SELECTED HIGHLIGHTS

- After working with Michael, clients reported a 30% increase in new connections and potential employment, a 40% pay boost for contract hiring, and a 300% increase in business and revenue.
- Conception to execution of websites, logos, and brand identities, spotlighting and amplifying each client’s unique, compelling, and bankable qualities.
- The Superhero Project | Conceptualized, designed, and built website and defined the brand identity for a humanitarian enterprise which matches differently abled kids with artists who design the children into superheroes. superheroprojectkids.org
- *Love Letters to Margaret* | Conceptualized, designed, and delivered independently published 400+ page hardbound biography, based on Civil War era correspondence. Managed a team, incl. cartographer, transcribers, and editors.
- “ioLAR” by Google | Conceptualized and designed internal logo for security utilities team. Collaborated with management and key stakeholders to achieve international approval.
- The Brooklyn Teacup | Conceptualized and created logo, brand identity, and bespoke toile textile pattern for lifestyle company. Featured on marthastewart.com, washingtonpost.com.

GREY ENTERTAINMENT, BROADWAY DIVISION, NYC PRODUCTION ARTIST

- Worked under Fraver (fraver.com) as essential member of production studio, designing key art, ads, layouts (NYTimes, national publications), direct mail, Playbill covers, pre-production, color adjustment, photo editing, organizing assets for Broadway’s & Off-Bway’s most notable properties, such as *Chicago*, *The Scarlet Pimpernel*, Manhattan Theatre Club. Served as Brand Ambassador for the original production of *Hedwig and the Angry Inch*.
- Brand Ambassador for company-wide productions & projects.

RUTH SOUKOUP OMNIMEDIA, REMOTE GRAPHIC DESIGNER

- Responsible for executing and elevating brand identity through web, print, social media, and presentation materials for global lifestyle and productivity brand.
- Created key art, workbooks, ads, Eblasts, pitch decks.

THE ITSY BITSY ENTERTAINMENT COMPANY, NYC GRAPHIC DESIGNER

- Developed and designed marketing collateral while maintaining brand consistency across all touchpoints – print, social media, email campaigns for internationally popular children’s properties: Teletubbies, Eloise, Charley & Mimmo, Huggy Buggy, Thomas the Tank Engine.
- Created ads, packaging, style guides, photo editing, ensured brand cohesion.

THE YORK THEATRE COMPANY, NYC STAFF GRAPHIC DESIGNER

- Worked from concept to execution on key art and all manners of promotional materials. Updated company logo, and worked closely with the Artistic Director and members of the board to rebrand the award-winning Off-Broadway theater company. Brought the theatre’s promotional design into the digital age: created templates / design flow, transferred archives to digital format.
- Updated / redesigned established branding, logo, entire brand identity, then ensured brand cohesion.
- Created scalable design language systems for typography, color, components, layouts, and brand assets.
- Designed key art, direct mail, digital/print ads and blasts, photo editing, Playbill covers, file saving restructuring.

FEATURES & FOCUS



concepting, logos, typography,
total consistency and cohesion,
Brand Ambassador.



improvisation, ingenuity,
instigation, positivity actualizer,
multifaceted storyteller.



proactive, self-motivated, quick-pivoting,
deadline driven, reimagine, world-shifter,
pursues joy in the details.

TECHNICALS

Adobe CS: Photoshop, Illustrator, InDesign, Lightroom, Acrobat. Keynote. Video & sound editing. Wix. Squarespace. RapidWeaver. CSS familiar. Word. PowerPoint. Hand sketcher. Mac since the 80’s.

EDUCATION

BFA in Graphic Design | Washington University in St. Louis, MO

MFA in Acting | University of California, Irvine

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