

Michael McCatty

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Portfolio:

www.mccatty.net



Summary:

Graphic arts have been my passion since early high school. I've surrounded myself with very talented people and have grown into a great graphic designer over the years. I still have 15 years to finish my career and hope to make these last years my best and most creative.

Experience:

1993-2020 VP Demand Creation Services (*Village Press*)

I was hired into VP to work in their prepress department for five years. Then promoted to the Art Department in '98. I was responsible for magazines and commercial jobs. In 2000 I redesigned all websites and brought those responsibilities into the art department. I became Art Director in '04.

1991-1993 Peninsula Management Group

Graphic Designer for all the companies owned by the Warms: North Country Gardens, Matheson Greens Golf Course/Restaraunt, and Peninsula Farms. Mostly advertising and designs to help the flower shop, storefront, restaurant, and golf course.

1991-1992 NMC Media Center:

Graphic Designer – one year intern.

I was responsible for the artwork for the college's programs, events, calendars, etc.

Other Jobs: (non-design)

1998-2001 T.E.A.M.

Traverse Elementary Athletic Members

President of T.E.A.M. & Athletic Director, East Bay Elementary

2002-2009 GT Rocks Climbing Gym – Manager

Hire staff, train, organize, run the business, and handle the cleaning and maintenance of the rock wall.

Skills:

Layout design, website design – maintenance, customer service, leadership, management skills, problem-solving, time management, and communication.

Software:

InDesign, & Photoshop (80% of my time spent on those two programs). Also, Illustrator, WordPress, Outlook, along with so many other tasks, specific programs filled the remainder.

Education and Training:

I have four years of education, focusing on graphic design through these two schools:

Northwestern Michigan College:

1989-92 Visual communications, Associates Degree

T.B.A. Career Tech Center:

1987-89 Commercial Art program, Technical Degree

References:

John Shoemaker

Former Aviation Publications Department Manager

VP Demand Creation Services

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To whom it may concern,

My name is John Shoemaker and I am the retired former ad manager of VP Demand Creation Service's aviation publications department. My 26 year career with the company culminated with my duties as the sole ad salesman for 6 nationally and internationally distributed publications: ABS, COPA Pilot, MMOPA, Comanche Flyer, Twin & Turbine , and King Air Magazine.

Mike and I started our journey with the company, known as Village Press when we were hired, at roughly the same time--I believe he may have started a year prior to me. I have had over two decades to formulate an opinion regarding Mike personally and professionally.

Mike performed with a type of brilliance that can only be regarded as an asset to the job. Smart, innovative, quick, affable are descriptions of Mike that come to mind.

My work introduced me to a wide spectrum of ad production knowledgeable-and not so knowledgeable clients. The thing that is extraordinary about Mike is that he could take components, make a snap, and accurate assessment, and correct the problem, if correctable, or advise the client regarding what was needed. I personally have been the beneficiary of decades of that type of performance. His skill as a designer consistently demonstrated a mastery -on all levels-of that craft.

And on a personal note; Mike is a man of character, well liked by everyone, and regardless of what he may have had going personally , as everyone does at times, Mike's professional demeanor was nothing but gracious and considerate-always.

Please contact me if you would like any additional information regarding my friend Mike. I can be reached at 231-313-3236 or johnshoemaker@charter.net

Sincerely,

John Shoemaker

Regarding your interest in hiring Michael McCatty as a graphic designer, let me share that Michael was an outstanding employee and creative designer. Michael was one of eight full time designers on staff and was thought to be our best. Michael's attention to detail and his ability to take an idea and create an effective concept was unmatched. As a magazine publisher, finding a designer that is both disciplined in meeting schedules and managing costs is critical in our line of work. Michael knows the business side. Michael was also capable satisfying our commercial clients and was effective in articulating and presenting his ideas.

Lastly, Michael is a good citizen and has many talents outside of work, whether its designing and building guitars, playing music or spending time with his family.

As an organization it was a loss to lose Michael. We were forced to make some difficult cuts due to COVID.

The good news is our loss will be your gain if you choose to hire him.

Best Regards,

Terry Stillin
Regional Manager, Business Development