

# MICHAEL McPHERSON

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## CURRENT POINT B COMMUNICATIONS

Senior Art Director  
Chicago, Illinois  
February 2013 to present

At Point B Communications, my primary focus has been in the hospitality/ hotel industry with an emphasis on hotels. This has included logo design, the implementing of the brand standards from in-house and promotional materials to advertising both in print and online. Other clients have ranged from the healthcare industry to the re-branding and promotion of the John Hancock Observatory.

## PREVIOUS NEW CONTROL, INC

Chicago, Illinois  
February 2006 to July 2012

## DEARBORN FINANCIAL

Chicago, Illinois  
August 2004 to March 2005

## DISCOVER FINANCIAL SERVICES

Deerfield, Illinois  
March 2002 to December 2003

## HARRISON DESIGN GROUP

San Francisco, California  
October 1998 to April 2001

## SHURTZ | CAPRIOTTI

San Francisco, California  
July 1997 to October 1998

## MOTHER JONES MAGAZINE

San Francisco, California  
October 1995 to July 1997

## LIGATURE

Chicago, Illinois  
August 1993 to April 1995

## CHICAGO MAGAZINE

Chicago, Illinois  
June 1988 to February 1990

Throughout my career, my primary responsibilities have included the design and art direction of projects, many with multiple components. I have also been responsible for coordinating printers, photographers and illustrators. The majority of design firms I have worked with have specialized in corporate collateral and publications, annual reports and identity materials, as well as, overseeing the design of web sites.

At both Chicago and Mother Jones magazines, my primary responsibilities included developing, designing, and producing all non-editorial materials. These include such things as promotional pieces, advertising, special and sponsored sections within the magazine and independent projects like the Mother Jones Photography Fund. At Ligature, I was involved with the design and art direction of a sixth grade reading program including text book, teacher's edition and supplemental reading magazines.

Clients have included Visa, Gap, Inc., Sungevity, Discover Financial Services, Chase, Citibank, CharlesSchwab, Capital One, Bank of America, United Airlines and many legal firms.

I am proficient in the Adobe Creative Suite.

## PHOTOGRAPHY QUÉ LEJOS ESTOY / SO FAR FROM HOME

My personal travel photography project. My work has been shown in Chicago, New York, San Francisco and featured in the New York Times Travel Section. I have also utilized my photography in many of my design projects especially in the film series for The Nineteenth Step, a collective of filmmakers and artists that promote Latin American culture.

## EDUCATION NORTHERN ILLINOIS UNIVERSITY

Bachelor of Fine Arts in Visual Communications  
Minor in Art History

Fluent in Spanish and experience in the culinary field.