



Michael Maher

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PROFESSIONAL SUMMARY

Accomplished Digital Art Director at DXL Group Inc., adept in Adobe Creative Suite and fostering team collaboration, significantly enhanced brand visibility through innovative marketing materials and rebranding initiatives. Leveraged artistic vision and photography direction to surpass client expectations, streamline design processes, and boost project efficiency. Proven track record in elevating design quality and driving business growth through creative excellence. Artistic Director with 25+ years of experience leading teams in Marketing apparel. Expert in mentoring and coaching artists to encourage development of personal style and techniques.

SKILLS

- Photography Direction
- Adobe Creative Suite
- Adobe Photoshop
- Adobe InDesign
- Video Editing
- Web Design

WORK HISTORY

DIGITAL ART DIRECTOR

09/2013 to 06/2024

DXL Group Inc. | Canton Ma

- Elevated brand awareness by creating visually striking marketing materials for print and digital campaigns and developed visual guidelines across all platforms.
- Delivered consistent visual messaging across multiple channels, including email marketing campaigns, website banners and print collateral.
- Directed photoshoots from concept development to post-production editing, ensuring high-quality visuals that aligned with brand identity goals.
- Streamlined creative processes by implementing efficient design workflows and project management tools.
- Built strong relationships with vendors such as photographers, printers, and illustrators to facilitate seamless project execution.
- Managed design team resources by delegating tasks efficiently based on individual strengths and workload capacity and mentoring junior designers.
- Researched industry trends and evaluated competitive pieces to enhance creativity and gather fresh ideas.
- Optimized creative assets for web use by employing best practices in file formats, animation techniques, and mobile responsiveness considerations.
- Designed visually appealing websites with a focus on user experience and responsive layouts for various devices.

ART DIRECTOR

09/2002 to 05/2013

Casual Male Retail Group | Canton, MA

Produced and Directed campaigns and collateral for print and multimedia for multiple divisions. Projects included catalogs, sign packages, advertising, four color circulars, coupons, direct mail, business cards, industrial design, packaging, corporate logos, video. Directed photography shoots for Men's apparel.

SENIOR GRAPHIC DESIGNER/ART DIRECTOR

09/1996 to 05/2002

J. Baker, Inc. | Canton, MA

Developed creative design for signage, four color circulars, coupons, direct mail, business cards, industrial design, packaging, corporate logos and video productions. Managed all workflow in the Footwear design department. Supervised & trained other designers. Met stringent deadlines on a daily basis. Collaborated with Buyers, Regional & District Managers and Store Planning. Collaborated with retail partners. Directed photography.

EDUCATION

Bachelor of Arts

University of Massachusetts, Amherst, Amherst, MA