

Michael D. Fridley

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Graphic Artist

Graphic Design, Illustrations, Web Design, Branding, Photography, Presentations

Career Summary

Over 40 years of experience, I have served as a senior-level designer, providing visual direction and creative/graphic services for complete design processes (i.e., market research, conceptualizing, design, and implementation of projects) using specialized technical skills in multiple disciplines (i.e., design, photography, illustration, page layout, typography, branding/visual identity, marketing, animation, and interactive media/web) and creating successful design solutions for both digital and print for a variety of commercial and military corporations. These positions required me to comprehend broad conceptual requirements (oral and written) which convey complex issues, scenarios or technical/scientific concepts. Experienced in detailed analyses and development of best technical approaches for presentation to senior level management. Highly experienced in the area of trade show coordination and exhibit design. Proficient in the use 3D modeling for use in the development of specific illustrations and animations. Highly knowledgeable in the area of all facets of print design and pre- and post-press proofing. Creative photographer and videographer with excellent knowledge of pre and postproduction editing.

Relevant Experience

Senior Graphic Designer

Booz Allen Hamilton – Secret Clearance

Pentagon – Army ASA(ALT) DASA DES

June 2022 – Present

Client Facing Contractor – US Army, ASA(ALT) DASA DES – Responsible for providing graphic support (agenda packets, briefing packages, for special events and conferences. Develop marketing and communication strategy for DASA DES. Digitally create high-end graphic solutions for senior level presentations. Digitally retouch and/or enhance photos when necessary.

Mclean , VA

March 2022 – Present

Creative Studio – Provides creative services support to Booz Allen as well as many other government and commercial customers through the creation of various multi-media imagery for use in print, web and motion graphics products. Produce high quality graphics and illustrations for use in proposals and presentations.

Aberdeen Proving Ground, MD

December 2018 – March 2022

Client Facing Contractor – US Army, C5ISR – Assists with the coordination of various military exhibits and symposiums nationwide. Design and oversee the production of marketing collateral such as data sheets brochures and posters. Responsible for providing graphic support (agenda packets, briefing packages, wayfinding signage, maps, welcome signs, banners) for special events and conferences. Develop marketing and communication strategy for Space and Terrestrial Communications Directorate (S&TCD). Improve methods of communications within the Directorate and other C5ISR entities. Digitally create high-end graphic solutions for senior level presentations. Creative photographer for technical and marketing use. Digitally retouch and/or enhance photos when necessary. Same position stated under Solari Creative (below) under a new contract.

Senior Graphic Designer

Solari Creative, Inc. – Secret Clearance

Aberdeen, MD

August 2014 – December 2018

Client Facing Contractor – US Army, C5ISR – Assists with the coordination of various military exhibits and symposiums nationwide. Design and oversee the production of marketing collateral such as data sheets brochures and posters. Responsible for providing graphic support (agenda packets, briefing packages, wayfinding signage, maps, welcome signs, banners) for special events and conferences. Develop marketing and communication strategy for Space and Terrestrial Communications Directorate (S&TCD). Improve methods of communications within the Directorate and other CERDEC entities. Digital create high-end graphic solutions for senior level presentations. Creative photographer for technical and marketing use. Digitally retouch and/or enhance photos when necessary.

President

Michael Fridley & Associates, LLC

Abingdon, MD

November 2012 – Present

Produce high quality graphics and illustrations for use in proposals and presentations. Design and oversee production of brochures, fact sheets, posters, and print advertising. Create highly detailed 3D product concepts from engineers' ideas, sketches, drawings and/or CAD models. Develop 3D animation from product models. Video tape products in the field and produce quality videos for technical and marketing objectives. Creative photography of products for technical and marketing use. Digitally retouch and/or enhance photos. Design and coordinate installation of trade show booths at symposiums and conventions. Interface with print houses to produce large format posters and murals, as well as brochures and fact sheets.

Media & Communication Director

General Dynamics Robotic Systems

Westminster, MD

February 2001 – November 2012

Provided onsite graphics support to all programs producing high quality concept illustrations, marketing collateral, advertising, photography, video production, and 3D animations. Prepare press releases, media inquiries, and promotional events. Designed and coordinated trade shows, job fairs, and technical conferences.

President

**Creative Concepts Designs
Abingdon, MD**

June 1996 – February 2001

Provided creative services support to a variety of companies in many different industries on a contract basis. These services include corporate identity, marketing collateral, advertising, illustrations, product concepts, photography and animation.

Supervisor - Presentation Department

**Martin Marietta - Lockheed Martin Corporation
Baltimore, MD**

March 1986 – September 1996

Supervised a team of graphic designers, typesetters, and word processors. Responsible for work assignments employee evaluations, equipment assessment and purchasing, and operated as customer interface.

Professional Skills

- Self-starter and highly creative with extensive knowledge of computer graphics and traditional methods of art
- Ability to complete tasks within a limited timeframe and handle multiple tasks simultaneously
- Strong communicator, organized with good negotiation skills
- Excellent leadership and project management skills
- Highly skilled at hand drafting with exceptional color sense
- Creative photographer and videographer

Technical Skills: Proficient on both Apple and PC Platforms

Proficient knowledge of:

Microsoft Office Suite

- Word
- PowerPoint
- Excel
- Outlook
- SharePoint
- Teams

Adobe Creative Suite (CS)

- Photoshop
- Lightroom
- Illustrator
- InDesign
- Animate
- Premiere
- Acrobat DC
- After Effects

Other

- Carrara 8.5
- Blender
- Sketchup
- DAZ 3D
- Final Cut Pro

- WordPress
- Google Chrome
- Safari
- Mozilla

Education/Professional Development

- Maryland Institute College of Art, Baltimore, MD
- Continuing Education – Software Training: Adobe Dreamweaver, Adobe Muse, Adobe Flash, Adobe Edge Animate, WordPress, SketchUp, SharePoint
- Corporate Training: Business Management & Employee Supervision, Business Ethics, International Traffic in Arms Regulations (ITAR), Import/Export Regulation

Portfolio is available at:



<http://www.michaelfridleyassociates.com>



<http://www.linkedin.com/pub/michael-fridley/24/92b/9ab/>



<https://www.facebook.com/pages/Michael-Fridley-Associates/159725060784924>

References on next page

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