

# Michael D. Fridley

2913 Strathaven Lane, Abingdon, Maryland 21009 410•688•6448



Senior communications and graphic design professional with over 45 years of experience delivering innovative visual solutions for defense, energy, and technology clients. Adept at leading creative teams and translating complex concepts into compelling graphics, 3D models, and multimedia that drive engagement and business results. Demonstrated track record in overseeing marketing strategies, trade show exhibits, and high-impact proposals, with strong leadership and project management skills.

## Relevant Experience

### **Communications Director, OptiFuel Systems (Sep 2023 – Present) – Abingdon, MD**

- Lead the creation of high-impact visual communications for OptiFuel's advanced natural gas fuel systems, including proposals, presentations, and product literature.
- Design and oversee production of brochures, fact sheets, posters, and print advertisements, ensuring consistent branding and timely delivery.
- Develop detailed 3D product models and animations from original models and CAD designs to showcase product features, enhancing customer understanding in sales presentations.
- Manage photography and videography of field demonstrations and test products, editing content for technical and marketing use.
- Direct the design and installation of trade show booths and exhibits, coordinating with vendors to produce large-format posters and displays that highlight company offerings.

### **Senior Graphic Designer – Associate, Booz Allen Hamilton (Mar 2022 – Aug 2023) – McLean, VA**

- Provided creative services for Booz Allen and government clients, producing print, digital, and motion-graphic assets to support proposals and marketing campaigns.
- Designed marketing collateral (datasheets, brochures, posters) and developed event materials (signage, banners) for conferences and exhibitions.
- Collaborated with cross-functional teams to deliver high-end visual content for executive briefings and technical presentations.
- Produced and optimized technical photography and video content, ensuring professional-quality visuals in all marketing materials.

### **Senior Graphic Designer, Booz Allen Hamilton (U.S. Army C5ISR Program) (Dec 2018 – Mar 2022) – Aberdeen Proving Ground, MD**

- Served as lead designer for the U.S. Army C5ISR Space & Terrestrial Communications Directorate, shaping the visual communications strategy and materials.
- Designed and produced presentation graphics and event collateral (booth displays, posters, signage) to support national military symposiums and trade shows.
- Created comprehensive event support materials (agenda packets, briefing books, signage) for high-level conferences and special events.
- Enhanced internal communications by developing branded newsletters and visual briefings to improve information flow across the directorate.

### **Senior Graphic Designer, Solari Creative, Inc. (Contractor, U.S. Army C5ISR) (Aug 2014 – Dec 2018) – Aberdeen Proving Ground, MD**

- Provided contract graphic design support to Solari Creative for the U.S. Army C5ISR program, producing print and digital communications.
- Developed consistent branding and marketing collateral (datasheets, brochures, posters) for the Army communications directorate.
- Collaborated with military and contractor teams to create trade show exhibits and symposium materials, ensuring cohesive visual identity under tight timelines.

### **President & Creative Director, Michael Fridley & Associates, LLC (Nov 2012 – Present) – Abingdon, MD**

- Founded and currently lead a full-service design consultancy providing graphic design, illustration, and multimedia services to government and commercial clients.
- Manage all aspects of business operations, including client relations, budgeting, and project timelines, ensuring on-time, on-budget delivery of creative solutions.
- Lead a creative team of up to 20 designers, writers, and multimedia specialists; oversee development of marketing campaigns, trade show exhibits, and product launch materials.
- Translate complex technical requirements (e.g., defense systems, energy products) into compelling visual content, leveraging 3D modeling and animation.

**Media & Communications Director, General Dynamics – Robotic Systems (Feb 2001 – Nov 2012) – Westminster, MD**

- Directed media and communications for Robotic Systems programs; produced marketing and technical graphics (illustrations, animations, photography, video) for proposals and public outreach.
- Authored press releases, managed media inquiries, and organized corporate events to enhance company visibility and stakeholder engagement.
- Planned and executed trade shows, job fairs, and technical conferences; designed exhibits, managed logistics, and coordinated with contractors.

**Founder, Creative Concepts Designs (Jun 1996 – Feb 2001) – Abingdon, MD**

- Established a creative design firm offering branding, advertising, and product development services to diverse industries.
- Developed corporate identity and marketing strategies for clients; created print ads, product concepts, animations, and photography assets to support business goals.

**Presentation Department Supervisor, Martin Marietta (Lockheed Martin) (Mar 1986 – Sep 1996) – Baltimore, MD**

- Supervised a 28-person department responsible for graphic presentations, proposals, marketing collateral; managed project assignments, budgets, and equipment needs.
- Introduced computer graphics and desktop publishing to streamline workflows and improve output quality.
- Collaborated with senior management to produce compelling visuals for marketing, business development, and technical briefings.

**Skills**

- Software & Tools: Microsoft Office (Word, PowerPoint, Excel, Outlook, SharePoint, Teams); Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Animate, Acrobat DC); 3D Modeling & Animation (Blender, Maya, SketchUp, Carrara, DAZ 3D); Video Editing (Final Cut Pro); Web/Multimedia (WordPress).
- Professional: Creative leadership, project management, strategic communications, branding, photography, 3D visualization, trade show design, technical illustration, visual storytelling.

**Education**

- Maryland Institute College of Art, Baltimore, MD – Continuing studies in graphic design and multimedia software.
- Additional training: Business management & supervision, business ethics, ITAR compliance; software courses in web design and animation.

**Portfolio**

<http://www.michaelfridleyassociates.com>



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

References available upon request.