



michael rios
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education

drexel university – jun 01

- earned bachelors of science degree in graphic design
- minored in digital media program

proficiencies

adobe Illustrator, Photoshop, After Effects, Premiere, Dreamweaver

apple Final Cut Pro

microsoft Office

extremely well versed in the above programs, and feel quite comfortable creating professional work on both Mac and PC platforms

work experience

ubiq mar 04 – present (philadelphia, pa)

creative director

- participate in design and production of private label apparel line, company collateral, in-store signage/promotional banners, and all advertising (online and print)
- responsible for design, building and updating of e-commerce website (including content), along with producing store/company email newsletter
- source, organize and execute special projects with vendors and artists such as stussy, reebok and creative recreation to design double name product
- act as in-house photographer for all product shots as well as store and staff photos.
- supply international press with promotional copy and photos
- manage and oversee designer and interns in web and apparel production - www.ubiqlife.com

wthn may 06 – nov 08 (philadelphia, pa)

web director/graphic artist

- built and maintained website and blog for tier 0 sneaker boutique
- created and executed print ready graphic work for t-shirts
- acted as in-house photographer - www.wthnphiladelphia.com

genre wheels mar 03 – present (philadelphia, pa)

art director

- design logos and other urethane wheel and t-shirt graphics
- film and edit for international video release (motion graphics work included)
- oversee design, create and maintain website - www.genrewheels.com

denial clothing nov 99 – present (philadelphia, pa)

creative director/co-founder

- develop and maintain corporate identity
- design logos and other graphics for t-shirts, apparel and accessories
- film and edit for international video releases (motion graphics work included)
- design, create and oversee previous versions of website
- design, execute and oversee internet, video and print advertisements - www.knowrollerblading.com

bladinaction jan 00 – feb 04 (philadelphia, pa)

web creative director/advertising manager

- in addition to creating, implementing and maintaining former website, managed hiring of interns
- oversaw workflow of internet team
- created all advertisements for print, as well as all interior and exterior signage pieces