



LUIS MICHAEL DIAZ III

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85 Gordon St
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Education

PARSONS THE NEW SCHOOL FOR DESIGN,

New York, NY

AAS Graphic Design, Aug 2011-May 2012

UNIVERSITY OF MIAMI, *Coral Gables, FL*

BS Biology, Art Minor, Aug 2006-May 2010

Awards

2014 WEBBY HONORARY AWARDS - MOTO X

Advertising & Media / Mobile & Experience Marketing

2012 TYPE DIRECTORS CLUB 57 WINNER -

PARSONS TYPOGRAPHY

Certificate of Typographic Excellence - Poster Series

Skills

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Illustration, Keynote, Proficient in Spanish

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Experience

BLINK FITNESS, *New York, NY*

Brand Design Lead, June 2019 - July 2020

Clients include: Draymond Green (Golden State Warriors)

- Led all brand design updates following the implementation of new logo, including creation of brand guidelines, interior and exterior design standards for all new locations, updated print and digital assets, and assisting development on website updates
- Collaborated with Field Department and third party vendor to develop a portal for access to customizable pre-sale through grand opening assets for franchisees
- Created of multiple social campaigns which increased overall engagement rate (measured through impressions) by 1.3% during first half of 2020
- Developed Get Up and Blink, a live home workout series that produced 6,000+ live views, 170,000+ total views and reached 1 Million+ viewers in its first two months
- Created reopening series and other member emails that increased email CTR from 3.3% to 10.2%
- Concepted and designed update for food and beverage area of pilot location which then saw a 22% increase in sales and 25% higher Average Unit Retail at this location compared to all others
- Designed custom illustrations and motion graphics for multiple campaigns, including Tiny Wins (New Year's Resolution campaign), The Blink Promise (Reopening campaign) and Blue Monday (increased single day sales by 4.6%)
- Supervised multiple junior and freelance designers who assisted on development of print collateral and digital assets

BILLBOARD, *New York, NY*

Marketing Designer, Sept 2015 - Jan 2019

Clients include: AMEX, American Airlines, Nissan, Hasbro, Herbal Essences, Honda, 1800 Tequila, Cafe Bustelo, Nielsen, Optimum, W Hotels and Samsung

- Lead designer on annual tentpole events: Women In Music and Hot 100 Music Festival. Role included developing new brand identities, onsite collateral, coordinating social/digital coverage and graphics, supervising video team, website and poster design, and designing and implementing onsite activation for \$3 million lead sponsor account
- Oversaw social and graphics design for festival with 15,000+ attendees and social media channels with more than 24.3 million followers
- Collaborated with team to develop onscreen graphics, onsite and sponsored collateral, e-blasts and in-book promotionals, and live performance graphics at annual events: Latin Music Conference & Awards, Touring Conference & Awards and Power 100
- Contributed to annual design of Billboard/THR media kits for outreach to potential brand partners

FREELANCE, *New York, NY*

Art Director, 2010 - Present

Clients include: Juan Thornhill (Kansas City Chiefs), DJ Humphries (Arizona Cardinals), University of the Virgin Islands, Miami Tunnel, Vulgar Magazine, Brand New Collective

- Created full brand concepts, brand redesigns, print collateral, magazines, swag, motion graphics, videos, gifs, packaging and presentation decks

LARGETAIL, *New York, NY*

Junior Designer, Sept 2012 - May 2015

Clients include: Cadillac, Lexus, Motorola, Samsung, Macallan, PF Flyers, Converse, Virgin Atlantic, Tudor, Nixon, Cartier, Shinola, Absolut, Purity Vodka, Lenovo, Bang + Olufsen, HP and Moo

- Designed microsites, standalone urls, ad banners, gifs, sponsored emails, media kits and event collateral
- Assisted on Cool Hunting redesign pages