

MICHAEL ESTOK

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Experienced web designer, team leader and educator. Clients range from start-ups and not-for-profits to Fortune 500 companies. Focused on the future of web publishing.

EXPERIENCE

2011 – Present

FVM Advertising

Managing Director, Integrated Design

- Team leader of Designers and Art Directors
- Develop campaigns spanning and merging traditional and digital mediums
- Expand our service offering through emerging technologies
- Help our clients continually improve their communications with their audiences.

2009 – Present

Drexel University – Philadelphia, PA

Adjunct Professor, Web Design

- Teach practice and theory web design standards to sophomore and senior graphic design and computer science majors
- Develop curriculum and program goals with the Director of Graphic Design Department

EDUCATION

School Of Visual Arts

1997 – BFA in Fine Arts

Newark School of Fine and Industrial Arts

1993

SPECIALTIES

Standards-based Web Design

Integrated Marketing

Art Direction

Identity and Logo

Development

Creative Team Leader

ORGANIZATIONS

PhilaMade Member



2007 - 2011

Citi Prepaid Services - Conshohocken, PA

Vice President, Art Director

- Realigned corporate identity to reflect Citi's brand standards including: websites, sales and client materials
- Managed and implemented international expansion to the EU, UAE, Australia and Hong Kong by working with regional teams to offer our services in their locations
- Managed creative group of in-house designers and multiple freelance consultants
- Designed regionally specific sales presentations while maintaining our brand standards
- Designed debit cards, card carriers and website themes for international clients such as LG, and Microsoft UAE
- Worked in conjunction with product development group to prototype and launch new business applications in health care, micro payments and consumer incentive rewards

2000 - 2007

Ecount - Conshohocken, PA

Art Director

- Developed standard corporate identity including: logo, website, trade show booths, t-shirts, and communication collateral
- Transition marketing from traditional to interactive, web-based solutions for cost saving and greater awareness to potential clients
- Designed and coded websites to support cardholders transaction management for over 500 clients' programs including: Toyota, Ford, Volkswagen, Verizon, T-Mobile, Polo and many of the Fortune 500
- Designed website for clients to issue self-service instant payments to individual cardholders
- Designed and developed websites to support clients ability to self-manage programs
- Designed sales presentations and custom client sample to aid client acquisition
- Introduced and implemented web standards to websites and web applications
- Designed custom debit card programs including: custom debit cards, card carriers, posters and other marketing for hundreds of clients
- Built and managed creative group of two designers and multiple freelance consultants
- Managed relationship with UX consultants for large scale client management web applications
- Developed materials to aid in acquisition of company by Citigroup

1999 - 2000

Chaitime - Philadelphia, PA

Art Director

- Designed large scale digital South Asian niche community in the United States and abroad
- Lead content teams in development of features to engage users with the site and each other including: forums, chat, contests and off line events
- Built and managed creative group of four designers
- Coordinated and directed international expansion of website for UK and India

1998 - 1999

Tarantula Design Group - New York, NY

Senior Designer

- Designed interactive marketing programs to compliment clients' traditional programs
- Development websites and content pages for institutional health care facilities including: Columbia University Medical Center and Beth Israel Medical Center

1998 - 1998

Theglobe.com - New York, NY

Senior Designer

- Designed and coded themes for an online community of members including: micro-sites, group pages, email templates and chatrooms
- Designed and coded custom chatrooms and promotions for live celebrity chats including: Jean-Claude Van Damme, Cindy Margolis, Mario Andretti, Adam Carrola and Coolio
- Implemented site redesign in conjunction with Razorfish New York