

# MICHAEL TRENT

## Senior Art Director

✉ [metrent74@gmail.com](mailto:metrent74@gmail.com)

in [www.linkedin.com/in/metrent](http://www.linkedin.com/in/metrent)

📞 317 748 0463

📁 [www.michaeltrentdesign.com](http://www.michaeltrentdesign.com)

### SUMMARY

I am an Art Director with experience leading collaborative in-house design teams. I develop products, brands, and series as well as bespoke, stand-alone products. In my most recent role, I personally designed 100+ creative projects and directed 200+ projects designed by in-house teams or vendors each year.

### EDUCATION

**Bachelor of Fine Arts (BFA), 1996**  
Herron School of Art, Indiana University/  
Purdue University at Indianapolis

**UX/UI Design, 2022**  
General Assembly

### SOFTWARE

- **MacOS**
- **Adobe Creative Cloud**  
Acrobat Pro      Bridge  
Illustrator      InDesign  
Photoshop      Workfront
- **Microsoft Office**  
Excel      Outlook  
PowerPoint      Teams  
Word
- **Figma**
- **Productivity**  
Jira      Workfront      Workday

### VOLUNTEER WORK

I am passionate about geek culture, which led me to volunteer at a small local toy show and later to start my own comic and toy show, which I ran for 2 years.

The work I did for these shows included:

- Identity Design
- Collateral Design (Posters, Programs, Signage, Ads)
- Public Relations (Media Outreach, Interviews, and Press Releases)
- Vendor Management, Lead Generation, and Exhibitor Relations
- Social Media Marketing across Facebook and Twitter

### EXPERIENCE

#### Senior Art Director, Wiley

May 2001 – November, 2022

- Lead teams of designers, coach and mentor junior staff, take an active role in hiring of new team members, proactively solve problems, and identify opportunities for process improvement in a fast-paced environment
- Oversee the *For Dummies* visual and brand identity, including concept development and maintaining templates, developing brand extensions, creating style guides, ensuring compliance with brand standards, and consulting on and approving brand design projects completed by global publishing partners, licensing clients, and off-shore vendors
- Research, develop, and execute product packaging from concept to production for more than 500 unique products including book covers, boxed sets, product bundles, displays, and licensed and custom merchandise from the *For Dummies*, *Visual*, and *Sybex* brands and Professional Technology and other Trade publishing lines representing more than \$60M in revenue annually
- Manage creative work for multiple lines of revenue, effectively collaborating with designers, publishing, editorial, marketing, sales, manufacturing, outside suppliers, and other key stakeholders to ensure market readiness at product launch
- Communicate (in writing and verbally) with and align the expectations of stakeholders from publishing, editorial, marketing, external corporations, licensing partners, and authors to collaborate and arrive at compelling and successful solutions that meet market needs and solve the pain points of the intended audience
- Conduct competitive research on topic and category levels to ensure product designs are relevant, meet consumer needs, are appropriate for target market, and convey each product's unique value proposition
- Spearheaded the creation of an in-house photography studio, allowing quick-to-market design solutions for emerging technology, adding custom photography to our Creative Services department's portfolio of offerings, and generating significant savings on stock image and talent fees
- Ideate and design creative assets that are both innovative and on strategy including icons, logos, infographics, and imagery that is brand compliant, customer-focused, and platform appropriate for use in product marketing and outreach initiatives
- Create print and digital campaigns including banner, social media, mobile, and demand-side advertising to support product marketing and enhance customer experience with initiatives and promotions for B2B and B2C marketing
- Maintain a high level of attention to detail, ensuring compliance to brand standards and established styleguides at all times
- Work quickly under pressure while multi-tasking and using strong organizational and project management skills to and meet tight deadlines
- Guide creative process and provide creative assets including A+ Content, site headers, shelf talkers, corrugation, and other retail placements for channel marketing merchandising efforts at key global accounts