



Specialties

Adobe Creative Suite
Actionscript 2.0/3.0
HTML/CSS
PHP
jQuery

Awards

2015 GD USA American
In-House Design Winner

2014 Association TRENDS
Award Winner

2014 Chicago Association
of Direct Marketing
Tempo Awards Five-Time Winner

2013 GD USA American
In-House Design Winner

2013 Chicago Association
of Direct Marketing
Tempo Awards Winner

2013 Chicago Interactive
Marketing Association
Finalist: Gaming Category

2013 Association TRENDS
Award Winner

Mike Ganz

Designer

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Bachelor of Fine Arts
Columbia College

Spencer Stuart

Designer

2015 - present

Design and develop mobile-friendly, responsive HTML email template using stacking imagery, image-swap features and bulletproof buttons/CTAs. Click-throughs increased by 20%.

Design masthead and interior layout for yearly flagship publication "Point of View," which positions Spencer Stuart as a leader in executive search.

Design article layouts for Spencer Stuart intellectual capital, a key means of keeping top-of-mind with current and potential clients.

American Bar Association

Designer

2011 - 2015

Designed ABA Leisure identity, website and print campaign for membership networking and revenue generation. Launching Summer 2016.

Designed ABA Publishing book covers and collateral, including revamped Perry Mason Mystery book covers. Issues went out of print upon 2015 launch.

Designed welcome materials for new ABA members, including custom folders, guides, brochures and member ID cards. 12% increased response rate between 2013 and 2014.

Designed multiple social media campaigns resulting in increased ABA general interest and membership. 200% increased traffic between 2011 and 2013.

Developed member referral web and print campaigns focused on ABA member benefits and rewards. Over 10,000 new memberships generated.

Designed online game campaign using prizes to encourage ABA trial members to interact with the ABA. 25.3% increase in paid member retention among players vs. non-players.

Designed annual sale web and print advertisements for ABA books and products. Increased year-over-year sales 113% in 2012 and 14% in 2013.

Art directed multiple instructional video shoots for easier understanding and implementation of ABA initiatives.

IBM

Project Manager

2003 - 2012

Managed a team of 4 IT support specialists responsible for updates and maintenance to Lenovo's support and documentation website.

Collaborated with teams to create large RFP response documents in a standardized format contiguous with IBM brand standards.

Created marketing materials for mobile sales teams, networking events and company meetings.