

Professional Experience

2D Artist III, THQ/Paradigm Entertainment

Carrollton, TX; 02/2007-present

User Interface Design: creating and producing the user interface for the console game Stuntman Ignition for Xbox 360 and Playstation 2.
Logo designs, Poster designs, Intranet concept and design for internal art department.

Senior Web Designer, imc2

DALLAS, TX; 03/2004-01/2007

User Experience: Conceptualize, create and produce designs for web-based interactive projects for clients such as Olay, Procter & Gamble, Eli Lilly, Johnson & Johnson, and others. Improved website production quality by creating and introducing an implementation guide to the creative and technology department.

Designer, KPMG LLP

DALLAS, TX; 03/2003-02/2004

National Design, Proposal & Production Services: Responsible for design and production of assigned work, which included HTML emails, proposals, presentations, direct mail campaigns, sales materials, newsletters, and collateral material. Also, provided creative conceptualization, design, and production of proposals and presentations.

Designer, Freelance

GERMANY/USA; 04/2002-02/2003

Designed web sites for small companies in various industries

Designer, Zeh & Gebhard Advertising Agency

HANNOVER, GERMANY; 09/2001-03/2002

Communication & Design: Created all posters and a program for the 2002 season of a major theater company. Responsible for brochure layouts and employee quarterly magazine for KONE, and for poster designs for a real estate company. Designed promotional calendar poster given to Z&G's clients.

Letter Art Tutor, University of Applied Arts and Science

HILDESHEIM, GERMANY; 03-07/2001 and 09/2001-01/2002

Responsible for tutoring subjects in the calligraphic and type-design analysis of the Humanistic Cursive.

Intern, Studio Overlook

BRAUNSCHWEIG, GERMANY; 09/1996-01/1997

Object photography: Prepared the photography set with the right lighting and arrangements. Took photographs on an as needed basis of subjects ranging from still life photography to portraits. Developed black and white photos. Worked with 35 mm, medium format and large format cameras.

SOFTWARE SKILLS

Proficient with Macintosh and PC operating systems. Software experience includes Photoshop and ImageReady, Dreamweaver and Fireworks, Illustrator, Flash, QuarkXPress, Adobe Acrobat, InDesign, Adobe AfterEffects, Final Cut Studio, knowledge of HTML, and CSS.

OTHER SKILLS

Fluent in German
Photography
Calligraphy

PROFESSIONAL ORGANIZATIONS

American Institute of Graphic Arts (AIGA)
National Association of Photoshop Professionals (NAPP)

AWARDS

University of Applied Art and Science: Best Graduation Projects, second place award.

MICHAEL ZEYDA

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EDUCATION

University of Applied Arts and Science
HILDESHEIM, GERMANY, 03/1997-07/2001
Bachelors of Visual Communication

College specializing in design subjects
BRAUNSCHWEIG, GERMANY; 10/1995-07/1996