



**Michael Oberheu**  
ART DIRECTOR

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An experienced, motivated, and multi-talented senior art director with a proven history of delivering creative and strategic B2B and B2C solutions with print and digital assets. An excellent communicator that listens to clients, vendors, and team members to provide a collaborative work environment. Strong organization and project management skills allow for quick solutions and adaptations to unexpected challenges.

**RESPONSIBILITIES**

- Competitive research and brainstorming
- Prepare presentation decks and present to client
- Direct designers from concept through final design
- Coordinate with production artists to ensure files are correct and delivered on time
- Ensure design objectives are met and brand guidelines are followed
- Photography art direction: studio and location
- Daily communications with clients to review projects
- Accept new project details and provide estimates
- Track project timing and budget of multiple jobs

**CAREER**

- Design Partners, Racine WI  
Senior Art Director: 2001 - Present
- ADX Creative Services, Milwaukee WI  
Senior Designer: 1991 – 2001

**SKILLS**

- Adobe InDesign, Photoshop, Illustrator, Keynote, After Effects, and Acrobat Pro
- Microsoft Word, PowerPoint, Excel, and Teams
- Google Docs, Sheets, and Forms

**EDUCATION**

- Milwaukee Institute of Art & Design:  
BFA Graphic Design

**CLIENT EXPERIENCE**

**AGCO Parts**

- Brand Repositioning
- New Product Launches
- Packaging
- Website Design
- Email Blasts
- Video
- Consumer Promotions
- Catalogs
- B2B & B2C
- Social Media
- Trade Show Graphics
- POS & POP

**DASH Medical**

- Virtual Product Launch Video
- Social Media
- Email Blast

**Briggs & Stratton**

- POS
- Trade Show Kiosk Tablets
- Web & Digital Ads

**Fairlife**

- POS
- Social Media
- Retail Environments
- Email Blasts
- POP Floor Displays

**Frito-Lays**

- POS

**Kraft Foods**

- Packaging

**Armour-Eckrich Meats & Smithfield Foods**

- Packaging
- Brand Development
- POP

**Miller Brewing/Leinenkugel's**

- Packaging
- POS

**Tenneco Automotive**

- Dealer & Consumer Promotions