



michael paladino
graphic designer

Innovative and results-driven Graphic Designer with extensive experience creating strategic visual communications across print, digital, and web platforms. Expertise includes brand identity development, logo design, advertising, publication design, marketing collateral, and digital media. Recognized for combining creative vision with technical expertise to deliver compelling, brand-focused designs that elevate customer engagement, support marketing initiatives, and drive business growth.

→ work experience

2023 - Present | Best Deals Network Senior Graphic Designer

- Conceptualize, design, and produce visually compelling, high-impact print advertisements for a diverse portfolio of home service businesses featured in the Best Deals Book and Exclusively Home Improvements direct-mail publications.
- Develop creative layouts that strengthen brand identity, capture consumer attention, and maximize marketing effectiveness through strategic use of typography, color, imagery, and visual hierarchy.
- Partner with clients and sales representatives to transform ideas into engaging, results-driven advertising campaigns while ensuring brand consistency, production accuracy, and compliance with publication specifications.
- Manage multiple projects simultaneously in a fast-paced environment, consistently delivering press-ready artwork on schedule for distribution throughout the Tampa Bay, Sarasota, Bradenton, Charlotte, Southwest Florida, and Orlando markets.

2017 - 2023 Wilde Productions Senior Graphic Designer | Web Designer

- Managed multiple creative projects from concept through completion, overseeing client relationships while ensuring deliverables met project objectives, timelines, and budgets.
- Designed and developed responsive websites and digital assets using WordPress, Wix, Adobe Photoshop, Illustrator, and InDesign.
- Created visually compelling print and digital marketing materials, including email campaigns, brochures, catalogs, advertisements, posters, logos, website graphics, and promotional collateral that aligned with client branding and marketing goals.
- Collaborated with clients to define creative direction, marketing strategies, project scope, budgets, and production schedules, translating business objectives into effective visual communications.
- Produced high-quality print and digital advertising campaigns for dealerships within the Wilde Automotive Group, supporting a broad range of marketing initiatives.
- Partnered with nationally recognized automotive manufacturers—including Chrysler, Dodge, Honda, Jaguar, Jeep, Land Rover, Lexus, RAM, Subaru, and Toyota—to ensure all creative assets complied with corporate brand standards, manufacturer guidelines, and co-op advertising requirements.
- Maintained exceptional attention to detail throughout the design and production process, delivering press-ready and digital-ready files with accuracy, consistency, and on-time execution.

2016 - 2017 | Richner Communications, Inc. Graphic Designer

- Designed high-quality, visually compelling print advertisements for a diverse portfolio of local businesses featured across the Long Island Herald Community of Newspapers.
- Created customized advertising solutions that effectively communicated clients' marketing objectives while maintaining brand consistency and maximizing visual impact.
- Managed multiple design projects in a fast-paced, deadline-driven publishing environment, ensuring all artwork met publication specifications and was delivered accurately and on schedule.
- Produced press-ready creative for more than 15 community newspaper publications, including the Baldwin Herald, Bellmore Herald Life, East Meadow Herald, Lynbrook/East Rockaway Herald, Elmont/Franklin Square Herald, Freeport Ledger, Long Beach Herald, Merrick Life Herald, Island Park/Oceanside Herald, Rockville Centre Herald, Seaford Herald Citizen, Valley Stream Herald, Wantagh Herald Citizen, Malverne/West Hempstead Herald, Gold Coast Gazette, Riverdale Press, and The Jewish Star.

2013 - 2016 | Custom Design Magazines Senior Graphic Designer

- Partnered with clients to define creative vision, branding, and marketing objectives, transforming concepts into effective visual communications.
- Directed the creative design, layout, and production of client magazines, delivering visually engaging, brand-consistent publications from concept through final press-ready artwork.
- Managed multiple projects in a fast-paced production environment, ensuring all layouts met quality standards, publication specifications, and critical print deadlines.
- Designed and produced a wide range of print and digital marketing materials, including brochures, catalogs, advertisements, website graphics, and promotional collateral that enhanced brand visibility and supported marketing initiatives.
- Collaborated with leading HVAC manufacturers—including Amana, American Standard, Bryant, Carrier, Daikin, Goodman, Lennox, Rheem, and Trane—to develop creative assets that complied with corporate branding standards, manufacturer specifications, and co-op advertising requirements.

2001 - 2011 | Guest Service Publications, Inc. Senior Graphic Designer | Web Designer

- Designed, developed, and maintained the company website and client websites, creating engaging web content and digital experiences that strengthened brand identity and supported marketing objectives.
- Conceptualized and produced high-quality print and digital marketing materials, including brochures, catalogs, advertisements, logos, posters, website graphics, and other promotional collateral.
- Consulted with clients to establish creative direction, marketing strategies, project scope, budgets, and production timelines, delivering customized design solutions aligned with business goals.
- Ensured the accuracy, consistency, and quality of all press-ready artwork and prepress files by maintaining strict adherence to production standards and print specifications.
- Designed and developed detailed, publication-quality area maps for hotel visitor guides distributed in major metropolitan markets, including New York City, Long Island, White Plains, Greenwich, Stamford, Liberty State Park, Newport, and Philadelphia.
- Produced visually compelling print advertisements for local businesses featured in regional hotel visitor guides, helping clients increase brand awareness and effectively reach targeted audiences.

→ contact

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→ education

1991-1993 SUNY Farmingdale
Associates Degree, Advertising Art and Design
2000 Hendriks Institute
Certification in Graphic Communications

→ skills

