



artist: **Michelle Paponetti**

732.492.5044 mpaponetti@verizon.net paponettdesign.com

Education

State University of New York at Purchase
Purchase, New York
BFA, concentrating in Design
Dean's List
Graduated May 1995

Monmouth College
West Long Branch, New Jersey
Dean's List
Transferred May 1992

Experience

Paponetti Design Ink

Creative Design and Advertising

Owner/Designer

September 2000 - present

Design ads, logos, websites, brochures, CD/DVD packages, Garment graphics, band merchandise, restaurant menus, posters, vehicle wraps, billboards, outdoor signage for clients such as restaurants, physical therapists, marketing agencies, musicians, nightclubs, builders, insurance companies, printers, jewelers, photographers and more One-on-one interactions with clients from creative and conceptual meetings to follow-up communication until each and every project is completed to the client's satisfaction

Concerts East/AEG Live

Freelance designer

September 2004 - present

Design ads, flyers, posters, laminates for upcoming concerts in various venues including Starland Ballroom (Sayreville, NJ), Count Basie Theater (Red Bank, NJ), Sherman Theater (Stroudsburg, PA), Paramount Theater (Asbury Park, NJ), The Stone Pony (Asbury Park, NJ), Ritacco Center (Toms River, NJ) and The Palace Theater (Albany, NY)

Recording artists include Taylor Hicks, "Weird Al" Yankovic, Hinder, Kenny Rogers, Warped Tour, Velvet Revolver, American Idol's Elliott Yamin and Constantine Maroulis, Dweezil Zappa, Jackson Browne, John Legend, Lindsay Buckingham, Jonny Lang, G. Love and Special Sauce, Steve Vai, Papa Roach, Ian Hunter, Robert Cray, Skid Row, Gary Allan, Hatebreed, Overkill, Twisted Sister, Marshall Tucker Band and Sevendust

Southside Johnny and the Asbury Jukes

Art Director/Communications and Marketing Director

June 1999 - present

Design and maintenance of official band website (www.southsidejohnny.com)

Design and development of all merchandise including t-shirts, keychains, frisbees, jackets, buttons, mousepads and packaging of CD releases, "Jukebox" (5-CD box set w/ 40 page book) "Into the Harbour," "Found in a Closet," "Missing Pieces," "Messin' with the Blues," and "Going to Jukesville"

Creative control over all band-related artwork including all logos and press release packaging Conduct band member interviews, write articles and reviews, develop ideas for contests and fan interaction with website; field fan-related emails

Attend conceptual meetings with management

Provide hands-on help with merchandise at concerts

Provide technical support for Southside Johnny and various members of the Jukes organization



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Experience

Saatchi and Saatchi
New York, New York
Mac Artist
March 2000 - February 2002
Production and creative involvement with print ads, billboards, television commercials, storyboard development and bus shelters for high profile clients including Proctor and Gamble, General Mills, J&J McNeil, Beck's, Kodak, PaineWebber, Reynolds, Oil of Olay

Telcordia Technologies/Bellcore
Piscataway, New Jersey
Graphic Designer
March 1998 - February 2000
Provided services for in-house graphics department
Brought creative and original designs from concept to completion

T. Howard Design
Rumson, New Jersey
Designer
November 1997 - March 1998
Design and production of corporate identities, websites, advertising and collateral
Clients included Abercrombie & Fitch, Count Basie Theatre and Merritt Naturals

The Herald
Wall Township, New Jersey
Graphic Manager
August 1997 - December 1997
Layout and production of newspaper
Responsible for hiring team of artists to assist in production
Ad design

MV Sport
Bayshore, New York
Designer
April 1996 - May 1997
Designed and prepared t-shirt graphics
Clients included Coca-Cola, NBC and Penn State University

Acclaim Entertainment
Oyster Bay, New York
Freelance Designer
June 1995 - October 1995
Designed high-profile video game logos, production of game manuals and packaging ideas

Friedman, Harris + Partners
Hauppauge, New York
Designer
May 1995 - April 1996
Designed ads, logos, brochures and catalog covers
Clients included Korg USA and Barron's

Mac Skills

Adobe Photoshop CS4
Adobe Illustrator CS4
Quark XPress Passport 6.1
Adobe InDesign

References/referrals and jpeg samples of artwork available upon request.