

Michael Apponi

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Chicago Suburbs

WORK EXPERIENCE

Monolab Inc.

Founder & Principle

Jan 2001-Present

Chicago Suburbs

- MONOLAB is a multi disciplined, high volume packaging design and production company specializing in offset metal lithography for over 20 years
 - As Founder and Principle, I maintain brand identity, color standards, prepress specifications and clients with tight timelines
 - Highlights of examples can be seen at www.monolab.design
 - Established and archived over 500 designs since 2001
 - Work with 100's of clients to maintain brand image and consistency
 - Introduced 3D renderings to help clients visualize final products and identify possible production problems
 - Knowledgeable in Pantone and CMYK inks and conversions.
 - Lowered costs for clients through creative color solutions, color reduction and quick turnaround
 - Recognize unwanted warping and distortion that affects package design
 - Create production ready color corrected final designs for client approval
 - Build CTP files and work closely with printers to produce quality litho
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NBC Studios

Art Director

Dec 1996-Jan 2000

Burbank, Ca

- Conceived collateral and promotional material to support various marketing campaigns and network TV shows
 - Directed photography of talent galleries both in studio and on location
 - Lead designer on monumental miniseries for NBC grossing \$44 million
 - Launched NBC's Program Development identity system for use in every network branding application
 - Designed advertising for print, both B/W and color, web banners and animation and outdoor ads including billboards and wrapped buses
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EDUCATION

Artcenter College of Design

Advertising, Bachelors of Fine Arts

- With Honors
 - Capitan of the school team
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SKILLS & INTERESTS

Software

- Adobe Creative Cloud Suite, Adobe Illustrator, Adobe Photoshop, Adobe Dimensions, Adobe Acrobat, Adobe Lightroom Esko Graphics, Esko Automation Engine, Esko Plato, Desktop for Illustrator, Esko Bitmap Viewer, Blender 3D

Creative

- Typography (Arial vs Helvetica), Photography (Fujifilm), 3D modeling, VR and AR interactive project visualization