

Michael Lawton

CONTACT

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Who I Am: Content & creative consultant with extensive experience building identities and re-energizing brands across print and digital platforms. I have held positions at the Hearst Corporation, Rodale, Time Inc., Wenner Media, Simon & Schuster, and DC Comics and collaborated with some of today's smartest brand managers on titles such as *Ford*, *Sports Illustrated*, *Men's Journal*, *Popular Mechanics*, and *Fortune*.

Proven Strengths: Ability to lead a team of editors, photo editors, designers, and coders to produce superior results while meeting multiple project deadlines; explain varied and complex subjects visually; balance big-picture thinking with careful attention to detail.

My Philosophy: Effective design attracts, engages, and makes people respond. There is no shortcut; it takes in-depth research and meticulous preparation to create exceptional work that exceeds expectations, helps reach sales goals, and resonates with target audiences.

Recognized by: *Ad Age* Media Vanguard Award, iPad app; *AdWeek*, Hot List; Alfred Eisenstaedt Awards; *American Illustration*; *American Photography*; Art Directors Club; *Communication Arts*; MIN Tablet Editorial & Design Awards; Society of Illustrators, silver medals; American Society of Magazine Editors, Magazine of the Year and General Excellence; Society of Publication Designers, silver and gold medals. I have also served on various industry design juries and as a speaker at the Magazine Design Conference Copenhagen.

To discuss options for your next project, please contact me.