

MICHAEL A. TARQUINIO

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DESIGNER + PHOTOGRAPHER + ILLUSTRATOR + MARKETER + CREATIVE STRATEGIST

QUALIFICATIONS SUMMARY

- Interact effectively with clients, peers, and external professionals on concept development and creative strategy by making them an integral part of the process.
- Proficient in taking projects from concept through development and completion because a good idea doesn't work for anyone if it isn't executed properly.
- Handle multiple projects simultaneously, delivering on time and within budget because we all appreciate reliable partners and dislike overruns.
- Match the right vendors to each project and solicit competitive bids to get my clients the best results at the best price.
- Schedule and direct staff and freelance professionals effectively by respecting their skills and suggestions.

SOFTWARE KNOWLEDGE

InDesign, XPress, Photoshop, Illustrator, Acrobat, PowerPoint, Word, Excel, Dreamweaver, Flash

CREATIVE SKILLS

Photography – studio and on location

Illustration – pencil, pen and ink, and computer illustration

Writing/Editing – creative, engaging headlines and lead-in copy; solid proofreading skills

Concept Development – theme/direction for an individual piece or an entire campaign

DESIGN EXPERIENCE

Magazines, Annual Reports, Newsletters, Direct Mail, Web graphics/pages, Electronic Message Boards, HTML email, Advertisements, Branding/Corporate Identity, Brochures, Flyers, Exhibits, Special Events, Signage, Presentations

WORK EXPERIENCE

Indiana Ink, Pittsburgh, PA

Design + Marketing + Communication, June 2013 – present

Children's Hospital of Pittsburgh of UPMC, Pittsburgh, PA

Manager, Communication Design, Marketing & Communications Department, September 1997 – June 2013

Science Applications International Corporation, Pittsburgh, PA

Contract work for the U.S. Department of Energy, National Energy Technology Lab–Pittsburgh
Manager, Media and Publishing Services, July 1991 – August 1997

EDUCATION

Cornell University

Certificate in Marketing Strategy – graduate level program

La Roche College

Bachelor of Science in Graphic Arts Management – High Honors

Indiana University of Pennsylvania

Bachelor of Arts in Art, Concentration in Graphic Design – High Honors

PROFESSIONAL DEVELOPMENT

Continuing education through workshops and seminars including:

- Photoshop/Camera Raw retouching
- Digital video shooting and editing
- Portrait lighting techniques
- Digital Asset Management

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AWARDS

American Graphic Design Awards

35 American Graphic Design Awards over the past 16 years, including 3 Certificates of Excellence in 2013 —

- Community Report 2012 – highlights of the fiscal year
- Lenticular Pocket Folder – used for recruitment and high-end presentations
- We Treat Kids—Wheels or No Wheels – program ad

PRSA Pittsburgh Renaissance Awards

2011 – Award of Merit, Physicians' Flash – e-newsletter

Award of Merit, Patient/Family Handbook

2008 – Renaissance Award, Cancer Program Report

Award of Merit, *Snapshots* – Annual Report

2005 – Award of Merit, *Promises* magazine

2003 – Award of Merit, *Colors* annual report

2001 – Award of Merit, *Colors* annual report

Award of Merit, *Promises* magazine

SIGNIFICANT MARKETING CONTRIBUTIONS AT CHILDREN'S

- To promote the use of helmets—came up with the tagline still in use—Be smart. Be safe. Wear a helmet.
- The groundbreaking for the new Children's Hospital Lawrenceville site — It was my idea to introduce the tree planting versus a groundbreaking and to promote it as "growing in the neighborhood," which then-president Ron Violi used in his remarks.
- To encourage immunizations, developed a campaign showing Children's Community Pediatric physicians with their children touting the safety of vaccinations. "Would I vaccinate my own children, if I thought it wasn't safe."
- Partnered with vendor OR-live to produce the first live webcast series for the hospital.
- When the *Promises* newsletter was designed and produced in-house, we were able to "break even." The cost to print and mail was offset by donations received from the envelope included with each issue. The hospital was promoting clinical areas, educational opportunities, and promoting neighborhood locations without incurring additional cost.
- Transformed *Physicians' Flash* newsletter into an online flipbook format as an economical way to reach referring physicians in a 27-county area.
- Created a "Welcome" sign in 25 languages that was adapted for use at all UPMC locations.
- Designed a series of PowerPoint templates for hospital-wide use to give presenters a "Children's Hospital" look.
- Created maps of the Oakland section of Pittsburgh that were adapted for use by other UPMC hospitals in the area.
- Photographed 50–100% of the images for my projects, saving the hospital \$750–\$3,000 per project.
- Using electronic message board technology, created screens to view the daily conference schedule throughout the hospital campus.
- Developed intranet content for Audiovisual Services, explaining how services worked, listing meeting rooms and occupancy size across campus. Also developed both online and Word version intake forms. The Word version was available for those "outside" event coordinators who could not access the intranet.