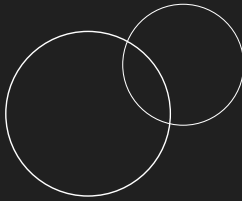
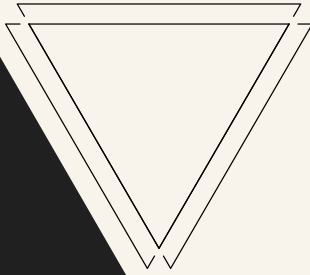


MICHAEL DADDONA

CUTTING EDGE CREATIVE VISION THROUGH DESIGN & PHOTOGRAPHY

SKILLS

- *Creative Direction*
- *Graphic Design*
- *Packaging Design*
- *Product Photography*
- *Editorial*
- *Adobe Creative Suite*
- *Final Cut Pro*
- *Video Production*
- *Marketing /Social Media*
- *VR/AR Design*
- *eCommerce*
- *Web Design*
- *Motion Graphics*
- *Education*
- *Fundraising*



WORK EXPERIENCE

Freelance Photographer / Designer

2012 - Present

- Produced 150+ client projects from concept, pre-production, post-production.
- Expert in product photography, portrait, and event photography, graphic design, videography.
- Expert in digital + print promotional materials - eCommerce, website design, print production, social media assets.

Creative Director / Senior Designer

2011 - Present - Ratskin Records - Oakland, CA

- Driving concept, design (digital, packaging, print) and product launch of 100+ unique products to over 10,000 unique customers.
- Driving graphic content and assets for print, web, eCommerce, and social media

Public Programs & Social Media Director

2015 - 2021 - Pro Arts - Oakland, CA

- Directed all public facing programs, events/rentals, and promotional collateral for 300+ events.
- Grew social media (32% growth) & eCommerce platforms (76% growth)
- Product photography for 6 exhibition catalogs, 50+ newsletters, multiple eCommerce channels.
- Directed promotional campaign concept & design, pre-press and print production.
- Facilitated Artist In Education Program

EDUCATION

BFA, New Media 2008

San Francisco Art Institute

Associate, Photography 2004

Paier College Of Art

AWARDS AND HONORS

- CCI Creative Capital Grant Recipient 2021
- Headlands Center For The Arts Artist In Residency & Grant Award Recipient 2020
- SOEX Alternative Exposures Award Recipient 2020
- Zoo Labs Artist In Residency & Grant Award Recipient 2019

CONTACT

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Abridged Portfolio

floatstudios.org

MISSION

Michael Daddona uses creative vision and an unrelenting work ethic to build brand identity through unified aesthetics and cohesive creative direction, documentation, and design.

This includes brand identity concept and implementation, packaging design and print production, product photography, video production and more.

Embolden your project or brand and customer relations with unmatched passion, dedication and experience condensed into a highly refined visual language.