



**Michael Sean Dasch**  
801 S Olive Ave, Unit 221  
West Palm Beach, FL 33401  
T 561-779-3562

### Bio

With 2 decades of expertise in creative and innovative design and development, Michael's focus is on creating innovative communications that deliver maximum business outcomes.

Part of a new generation of dedicated and innovative creative professionals, Michael was instrumental in the research, design and implementation of numerous "best-of-breed" applications, games and creative campaigns.

Throughout Michael's career, he has set a brisk pace for extraordinary achievement, heading interactive creative teams for many company's located throughout the USA.

### Experience

IBM 2015 - Present

UI & UX Design Director for the Apple & IBM Partnership Team

- User Interface Design
- User Experience Design
- Rapid Prototypes
- Journey Mapping
- Persona Research
- Pitch Deck Creation

Dasch.me 2014 - 2016

Creative UI & UX consultant for major companies located throughout the US.

- Game Design
- User Interface Design
- User Experience Design
- Icon Design
- HTML & CSS Site Design & Development



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Magnetify, Inc., Las Vegas, NV 2013 – 2014  
Creative Director in charge of all aspects of Graphic, Web, Print, & Interactive Design & Media.

- Management
- User Interface Design
- User Experience Design
- Icon Design
- HTML & CSS Site Design & Development
- Web Production
- Web Maintenance
- Site Planning
- Site Concepts
- Site Construction

DS Media Labs, Inc., West Palm Beach, FL 2007 – 2013  
Co-Founder & Creative Director in charge of all aspects of Graphic, Web, Print, & Interactive Design & Media.

- Management
- Game Design
- User Interface Design
- User Experience Design
- Icon Design
- HTML & CSS Site Design & Development
- Web Production
- Web Maintenance
- Print Production
- Site Planning
- Site Concepts
- Site Construction
- Optimization of Graphics, Photos, etc...
- Creation of Graphics, Logos, Buttons, etc...



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Apperian, Inc., Boston, MA

2009 – 2012

Creative Director in charge of all aspects of Interactive Design & User Experience.

- Management
- User Interface Design
- User Experience Design
- Icon Design
- HTML & CSS Site Design & Development
- Web Production
- Web Maintenance

iXL Studios, Palm Beach Gardens, FL

6/00 – 2008

Creative Director in charge of all aspects of Graphic, Web, Print, & Interactive Design & Media.

- HTML Site Design & Creation
- Flash Site Design & Creation
- Web Production
- Print Production
- Site Planning
- Site Concepts
- Site Construction
- Optimization of Graphics, Photos, etc...
- Creation of Graphics, Logos, Buttons, etc...
- Web Banner Creation
- Flash Banner Creation...



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VirtualBank, Palm Beach Gardens, FL 4/00 – 2008  
Creative Director in charge of all aspects of Graphic, Web, Print, & Interactive Design & Media.

- HTML Site Design & Creation
- Flash Site Design & Creation
- Web Production
- Web Maintenance
- Print Production
- Site Planning
- Site Concepts
- Site Construction
- Optimization of Graphics, Photos, etc...
- Text creation and editing using HTML
- Creation of Graphics, Logos, Buttons, etc...
- Screening of outsourced design firms
- Web Banner Creation
- Flash Banner Creation...

Maxim Group- VirtualBank, Palm Beach Gardens, FL 2/00 – 4/00  
Senior Designer handling all aspects of Graphic, Web, Print, & Interactive Design.

- Web Production
- Web Maintenance
- Print Production
- Site Planning
- Site Concepts
- Site Construction
- Optimization of Graphics, Photos, etc...
- Text creation and editing using HTML
- Creation of Graphics, Logos, Buttons, etc...



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Maxim Group- TravelCo, Delray Beach, FL 1/00 – 2/00  
Setting up deck plans for cruise lines to make them Internet viewable.

- Photo Retouching
- Photo Optimization
- Data Base Setup

Maxim Group- TRAN DATA, Boca Raton, FL 11/99 – 6/00  
Senior Web Designer in charge of all aspects of web site design, maintenance, and connectivity.

- Site Planning
- Site Concepts
- Site Construction
- Optimization of Graphics, Photos, etc...
- Text creation and editing using HTML
- Creation of Graphics, Logos, Buttons, etc...
- Web Master – Uploading & Maintenance

Design & Print, Boca Raton, FL 2/99 – 12/99  
Designer in charge of all aspects of web site design, maintenance, and connectivity. Third in charge of:

- Page Layout
- Text creation and editing using HTML
- Photo retouching & composting
- Typography



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Kintercom, New Britain, PA

8/96 - 11/98

Assisted in all aspects of conception and visual development for this full-service advertising agency.

- Web Design
- Multimedia
- Text editing using HTML
- Animation
- Page Layout
- Illustration (both technical and editorial)
- Photo retouching & composting

**Education**

University of the Arts - Philadelphia, PA

Eastern Center for Arts and Technology  
Commercial Art and Graphic Design Program

Eastern Center for Arts and Technology  
Digital Pre-press



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**Skills**

- Journey Mapping
- Rapid Prototyping
- Team Management
- Design Thinking
- User Interface Design
- Game Design
- Art Direction
- Creative Direction
- User Experience Design
- HTML
- CSS
- Web Production
- Web Maintenance
- Print Production
- Print Maintenance
- Site Planning
- Site Concepts
- Site Construction
- HTML Site Design & Creation
- Photo Manipulation
- Optimization of Graphics, Photos, etc...
- Creation of Graphics, Logos, Buttons, etc...
- Screening of outsourced design firms
- Web Banner Creation

**Portfolio & Referrals**

[www.dasch.me](http://www.dasch.me)

Referrals Available Upon Request