



MICHAEL BORBA

ART DIRECTOR | PHOTOGRAPHER

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Art Director with more than a decade of experience building brands and providing creative direction for Fortune 500 companies with an emphasis on healthcare marketing. Supportive team leader able to drive creative teams to meet deadlines within budget.

Professional Experience

Western Dental | Orange, Ca

Creative Art Director | June — June 2020

- Launched branding materials for Kid's division; 52% positive direct mail response
- Ensured consistency across all creative deliverables for complete re-brand that spanned across 128 offices nationwide
- Increased traffic to newly re-branded website by over 450%
- Maintained email open click rate at 65% post re-brand while keeping unsubscribes under 2%
- Developed logo and branding guidelines for innovative clear aligner product launch
- Led photo shoot that incorporated new vibrant imagery to avoid "sea of sameness" stock look

Lakeshore Learning Materials | Carson, Ca

Art Director | July 2017 — Oct 2017

- Directed and executed principle product photography for catalogs and e-commerce
- Collaborated with internal design teams on new concepts and design layouts for seasonal catalog

Mindshare Creative | Newport Beach, Ca

Art Director | Sept 2013 — July 2017

- Led the design, development and execution of campaign materials ranging from interactive, graphic, layout and production
- Oversaw the efficient use of production budgets to maximize profitability while helping clients cut costs up to 15%
- Developed numerous marketing materials (logos, brochures, white papers, catalogs, e-blasts, interactive videos) to increase enrollments beyond 10.5 million
- Devised and implemented new marketing videos for trade show support

Wet Seal | Foothill Ranch, Ca

Studio Photographer/Retoucher | April 2011 — May 2013

- Carried out complex photo shoots with models and lighting equipment to capture daily high volume product line
- Performed editing, color correction, enhancement and delivery of final images
- Efficiently managed a large workload of shooting and editing 60-80 images per day ranging from jewellery to on model inventory

Education

B.F.A. Illustration | California State University, Fullerton | 2010

A.A. Photography | Riverside Community College | 2005