



## Work Experience

### **Fabrique Ltd / Senior Designer**

April 2018 - Present, Branford, CT

- Design & development of softgoods including backpacks, laptop cases, luggage and travel bags, tablet cases and accessories for major tech brands.
- Work and correspond closely with engineers & sourcing team overseas to work through the production process.
- Maintain current awareness of the ever changing products trends, production methods, industry innovations, colors, materials and fabric technology.
- Create presentations and marketing decks for clients of proposed designs and final products.

### **MRZ Designs / Principal Designer**

January 2016 - Present

- Helping to create and develop brands, websites, and work with companies to break down creative challenges to solve problems and develop more growth for future business.
- Specializing in logo design, brand identity & strategy, and website design.
- Creation of design deliverables such as brand logo marks, guidelines, branded collateral, and presentations, landing pages, print and digital collateral.
- Manage and complete multiple tasks and projects for a number of clients within deadlines and constraints.

### **Eastern Mountain Sports / Hard Goods Designer**

September 2016 - March 2018, Meriden, CT

- Managed the design and development across multiple product categories including backpacks, travel gear, tents and sleeping bags and gloves.
- Successfully designed and developed a full collection of day packs and travel gear for 2017 and 2018 seasons.
- Evaluate and apply current & future market trends, consumer activities, materials, color and trim design techniques.

### **E. Gluck Corp / Watch Designer**

March 2016 - September 2016, New York, NY

- Successfully created and designed Armitron Adventure brand from initial concept to full product line of watches, developed logo and brand identity including packaging.
- Create seasonal inspiration, trend boards, color palettes and product direction aligning with brand guidelines.
- Manage the design and development for multiple projects for men's and women's categories.

### **E. Gluck Corp / Product & Graphic Designer (Quiksilver, Roxy)**

July 2014 - March 2016

- Responsible for all design and development of watches from concept sketch to CAD spec and sample review.
- Designed and developed POP and in store displays, posters, marketing collateral and packaging for the brands.
- Designed and created a custom watch display and packaging system for Quiksilver and Roxy watches.

### **Fabrique Ltd. / Industrial Designer**

September 2012 - July 2014, Branford, CT

- Successfully designed multiple backpacks, laptop bags, messenger bags, sleeves, iPad cases, folios, and tablet cases for the consumer and B2B markets. (HP, Belkin, Ingram V7, Logitech, Dell, Kensington)
- Travel overseas to work with China team and factories to oversee projects going into production.

## Education

### **Wentworth Institute of Technology**

Bachelor of Science in Industrial Design

Boston, MA

## Skills

### **Areas of Expertise**

Industrial/ Product Design  
Apparel and Accessory Design  
Graphic Design and Website Design  
Branding: Brand Identity and Strategy  
Product Development and Packaging  
Illustration and Hand Sketching

## Design

Sketching, Illustration, Presentations, Technical Specs, Tech packs, CAD, Wire frames & mock ups, Logos & Iconography design, Catalog layout, Art direction, Mood boards and photo retouching.

## Software

MAC OS X, Windows, Adobe CC: Illustrator, InDesign, Photoshop, Adobe After Effects, Sketchbook Pro, Solidworks, Keyshot, 3D Studio Max, Microsoft Office, Powerpoint, Keynote Wordpress, Wix, Squarespace.

## Links

 [mrzdesigns.com](http://mrzdesigns.com)

 [linkedin.com/in/michaelzaleta](https://www.linkedin.com/in/michaelzaleta)

 [coroflot.com/mzaleta21](https://www.coroflot.com/mzaleta21)

 [behance.net/mzaleta](https://www.behance.net/mzaleta)