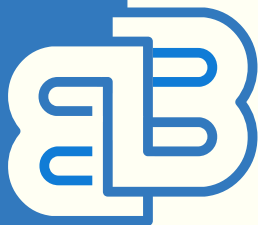


PORTFOLIO.2026



michael **bimonte**  
CREATIVE DIRECTOR

# work history



michael bimonte  
CREATIVE DIRECTOR

 michaelbimonte.com |  mjbimonte@gmail.com |  203.804.1003

2019 - PRESENT  
Orlando, FL

## CREATIVE DIRECTOR Think Agency

- Lead the creative strategy, design, and production of integrated marketing campaigns across print, digital and experiential channels for a diverse portfolio of national and regional clients
- Direct SEM and performance marketing efforts—including paid search, social, display, email and landing pages—for brands such as Georgia Pacific, Atlas Roofing, Spectra, Burcell Technologies and EverRest Group

2012 - 2018  
Milford, CT

## MARKETING MANAGER / LEAD DESIGNER Total Mortgage

- Led an in-house marketing and creative team, overseeing branding, advertising and marketing initiatives that supported the company's rise to the #1 lender in the state
- Built a complete suite of marketing materials across print, digital, email, social media, web and proprietary software platforms, partnering with developers and sales teams to drive brand awareness, leads and customer engagement

2011 - 2016  
Milford, CT

## GRAPHIC DESIGNER Red Rock Branding

- Designed logos and brand identities for startups and growing businesses across the construction and health & wellness industries, including the development of the Yale MindMap brand
- Executed a multi-channel marketing strategy across print and digital channels—including brochures, direct mail, email campaigns, in-store signage and billboards—to support ongoing client growth and brand consistency

“

Michael's approach to design is disciplined and highly creative. He is constantly improving existing concepts and developing new ones to better communicate key ideas.”

- Glen McDermott  
OWNER, RED ROCK BRANDING

## skills

- Graphic Design
- UI/UX Design
- Web Design
- Digital Campaigns
- Art / Creative Direction
- Project Management
- Client Relations

Ps Ai Id Xd

## education

Paier College of Art  
BFA in Graphic Design  
2008 - 2012



## Successful Crowdfunding: Clutch Baseball Cards

Led the concept, design and crowdfunding launch of an original board game, raising over \$17,000 while developing all creative assets, including branding, packaging, game cards, website and promotional marketing materials

## brand development



**SPECTRA  
PRO SELECT**

Developed the visual identity and packaging architecture for the Spectra Pro Select Home Drainage Solutions product family, creating **four distinct product brands within a cohesive master-brand system.**

Established a unified design language across packaging, retail displays, signage, sell sheets, e-commerce and digital marketing, delivering clear product differentiation and a consistent customer experience across all channels.



**splashBLOCK**  
DIRECTS DOWNSPOUT RUNOFF

**groundSPOUT**  
FLEXIBLE DOWNSPOUT EXTENSION

**triflex**  
BY GROUND SPOUT

**under**<sup>PRO</sup>  
**groundSPOUT**  
FLEXIBLE DOWNSPOUT EXTENSION

#### Unified Design System

Consistent typography, layouts and visual architecture create a recognizable brand.

#### Intentional Color Strategy

Distinct color palettes help differentiate products while maintaining a cohesive family of brands.

#### Product-Centric Identity

Logo designs reference product shapes, features and functionality to strengthen product association.



# under<sup>PRO</sup>groundspout

FLEXIBLE DRAINAGE SOLUTION

Designed a complete retail branding and packaging system for a new drainage product line, including **multiple sizes and perforated/solid variations**. Created photorealistic product renders, installation visuals and audience-specific messaging for both contractors and homeowners.

packaging



# point of sale display



SPECTRA  
PRO SELECT

**splashBLOCK**  
DIRECTS DOWNSPOUT RUNOFF

Created a retail point-of-sale display for SplashBlock, designed to **engage both contractors and homeowners.**

Produced custom photography and photorealistic product renders to highlight real-world applications, improve in-store presence and create a consistent customer experience.

## Functional Visual Language

A consistent visual element used throughout the product line to illustrate water flow, product function and real-world applications.



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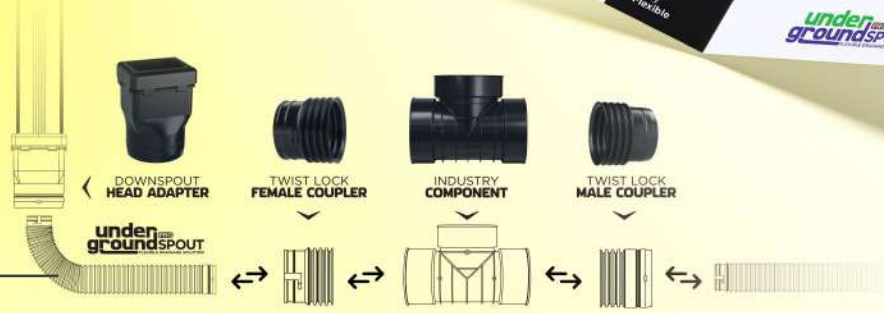
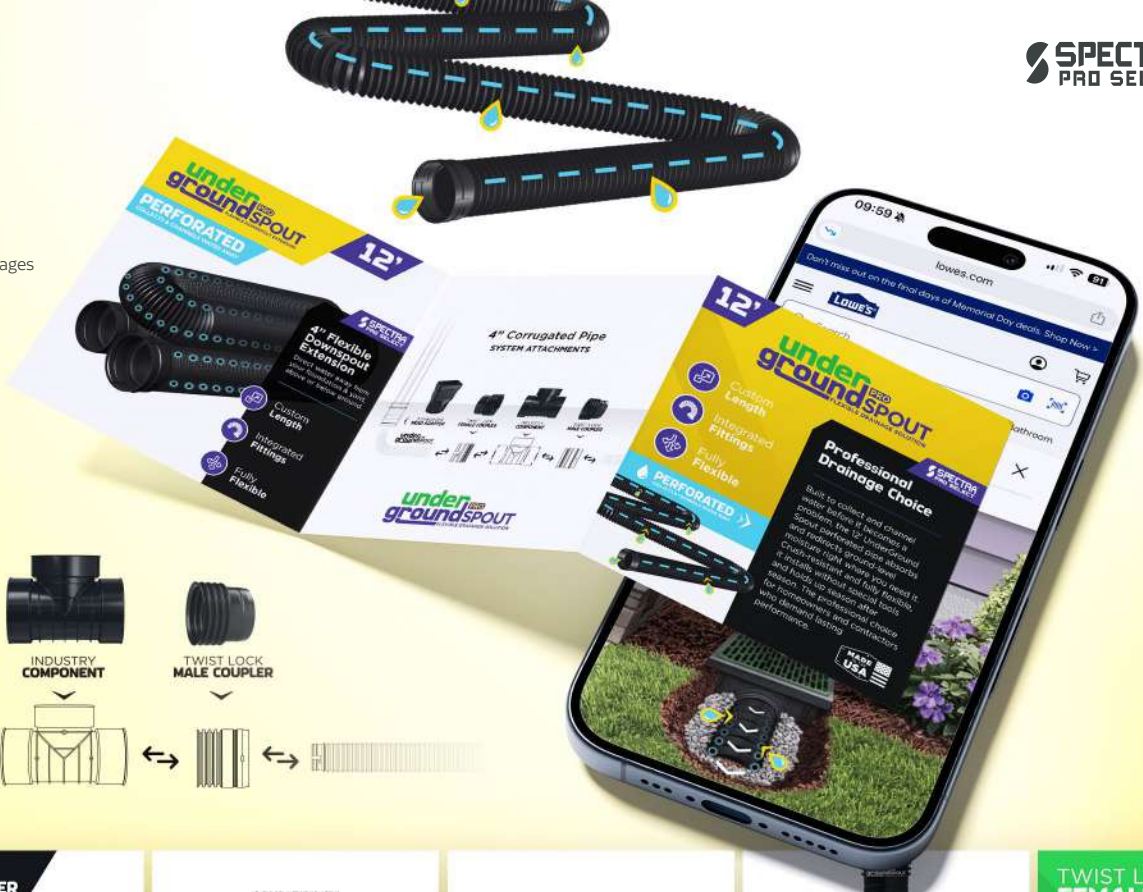
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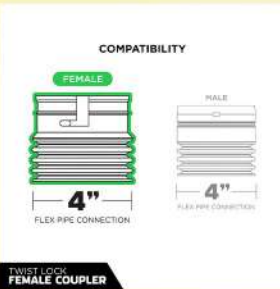
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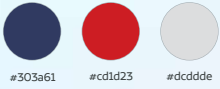


Designed a complete suite of Lowe's e-commerce product images for **Spectra Drainage products and accessories**, combining lifestyle visuals, installation diagrams and feature callouts within a consistent template system. The imagery was created to drive online sales, simplify product education and stand out in a competitive marketplace.



**Turning Complexity into Clarity**  
 Developed a visual system diagram that presents a complex drainage product lineup as a simplified customer journey. By illustrating product connections, accessory compatibility and water flow, the graphic serves as a powerful sales and educational tool across multiple marketing channels.





#303a61

#cd1d23

#dcdde



Clutch Baseball was a **self-created tabletop baseball game** that I successfully crowdfunded and sold online and through small retailers. I developed the game concept, designed all gameplay elements and packaging, built the brand identity and executed the marketing strategy.

From product development and manufacturing to digital advertising and sales, I managed every aspect of bringing the product to market and turning an idea into a successful consumer product.

# game branding

## Field-Inspired Organization

A custom game mat that holds all essential cards and components while mimicking a baseball field for intuitive gameplay and added immersion.

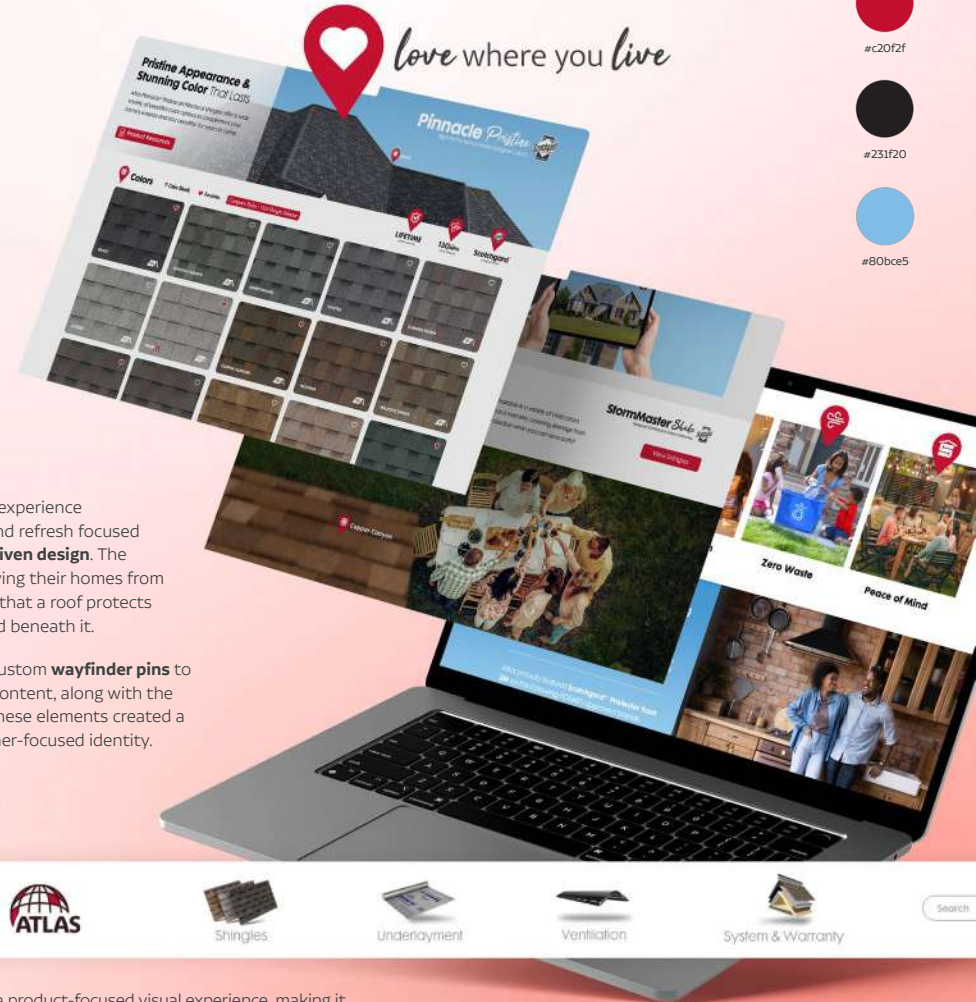


# website & branding



Reimagined the Atlas Roofing homeowner experience through a comprehensive website and brand refresh focused on **emotional storytelling and lifestyle-driven design**. The new visual direction featured families enjoying their homes from the roof's perspective, reinforcing the idea that a roof protects more than a house—it protects the life lived beneath it.

The redesign also introduced a system of custom **wayfinder pins** to call out product features and educational content, along with the **"Love Where You Live"** tagline. Together, these elements created a more modern, approachable and homeowner-focused identity.



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#231f20



#80bce5

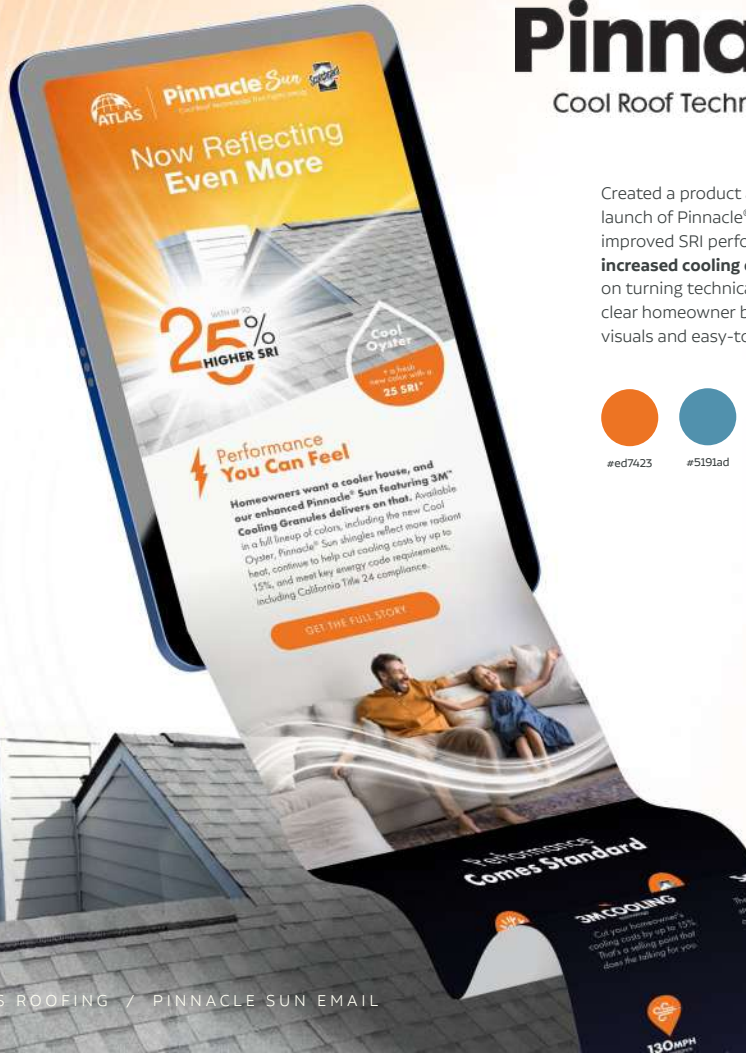
## Product-First Navigation

Transformed standard text navigation into a product-focused visual experience, making it easier for homeowners to explore offerings and quickly find the right roofing solution.



# Pinnacle<sup>®</sup> Sun

Cool Roof Technology That Fights Smog



Created a product announcement email for the launch of Pinnacle<sup>®</sup> Sun 2.0 shingles, showcasing improved SRI performance and the **potential for increased cooling efficiency**. The design focused on turning technical product advancements into clear homeowner benefits through compelling visuals and easy-to-digest messaging.



NEW Introducing Cool Oyster

Designed to turn heads and top the charts with our highest SRI rating ever.

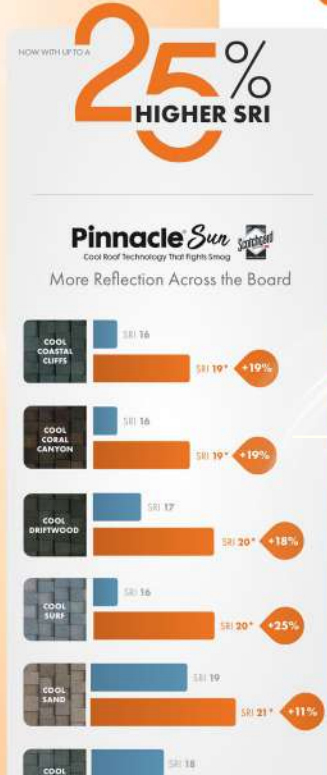
SRI 25

**Did You Know?**  
Cool roofs made to stay clean to function properly. Scotchgard<sup>®</sup> Protector for 3M<sup>®</sup> helps prevent black streaks so refractory and energy performance last.

### Everything Under the Sun

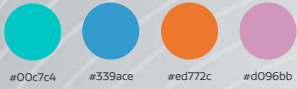
Don't leave the bid to chance. Everything you need to know about Pinnacle<sup>®</sup> Sun is just a click away.

PRODUCT PAGE



**Visualizing Performance Gains**  
Transformed technical SRI data into a highly visual comparison using shingle swatches as chart elements, making product improvements immediately recognizable and easy for homeowners to understand.

email marketing



Created a paid digital ad campaign for Plastics Color Corporation featuring everyday plastic products in bold, vibrant colors. The series highlighted the impact of **custom color solutions** while reinforcing PCC's expertise in color innovation.



**From Chip to Product**

The product color matches the sample chip to highlight PCC's color accuracy and color matching-capabilities.

digital advertising

product branding



# HAVEN SERIES

## 3-PANEL AWNING KIT

Created the brand identity for the new Haven Series awning line and designed the complete packaging system for both the **3-panel kit** and **1-panel extension**. The packaging was strategically developed to differentiate the products while clearly communicating how they combine to create a customizable awning solution.

The project also included a **Lowe's retail display** with matching panel graphics that highlighted key benefits, installation simplicity and product expansion options, creating a consistent retail experience from shelf to display.



### Visual Product Education

Combined renders, photography and custom icons to create easy-to-follow graphics that clearly illustrated how the awning kits connect, expand and function together.



# messaging & branding

total  mortgage

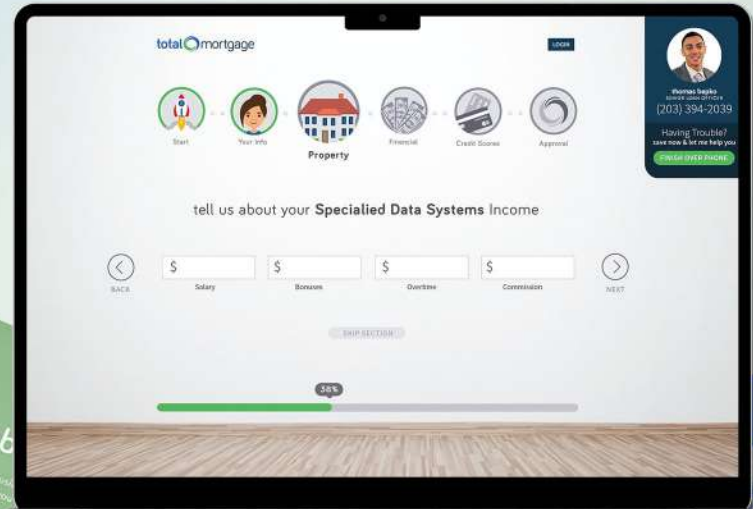
 #0060a9  
 #5ab55e  
 #163a54

**bariol**  
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**cocogoose**  
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
 Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 &

## mortgage easier.

Refreshed Total Mortgage's messaging and visual identity to reflect a simpler, more approachable home-buying experience. The project introduced the "Mortgage Easier" tagline and a clean, streamlined design system that helped make the mortgage process feel less overwhelming and more welcoming for prospective homeowners.



**Simplifying the Path to Homeownership**  
 Programs like the **21-Day Closing Guarantee** and **Greenlight Preapproval** simplified the mortgage process by turning complex steps into easy-to-understand solutions.



# recruiting booklet

# total mortgage



#0060a9



#5ab55e



#163a54

Designed a recruitment-focused booklet for Total Mortgage that showcased the **benefits of joining the company**, including culture, technology, marketing support, products and growth opportunities.

The piece leveraged employee testimonials and trust-building content and clear messaging to help attract and engage experienced loan officers in a highly competitive industry.



## Visual Trust Builders

Used awards, achievements and recognition to transform key credibility metrics into a compelling visual story that enforced the company's industry-leading position.

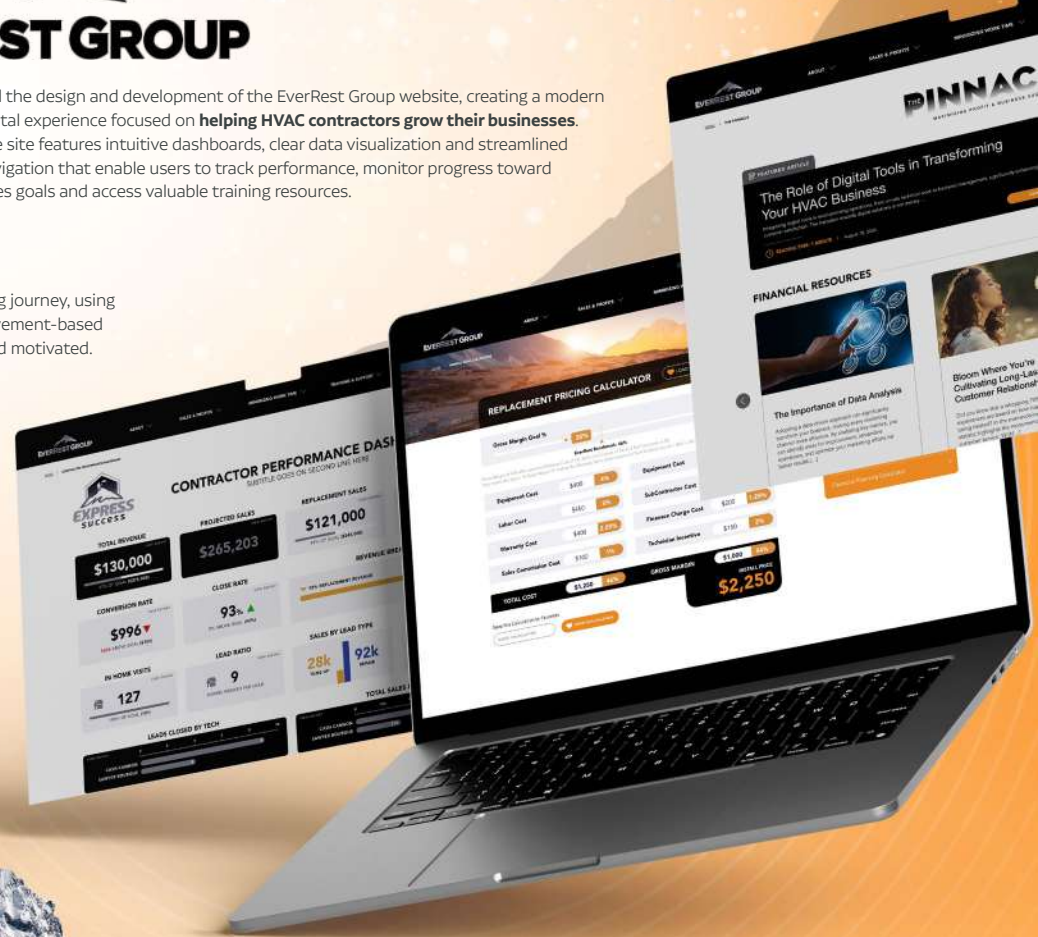


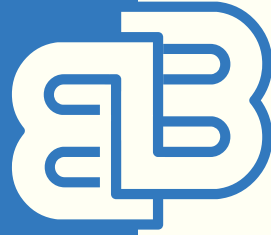
# EVERREST GROUP

Led the design and development of the EverRest Group website, creating a modern digital experience focused on **helping HVAC contractors grow their businesses**. The site features intuitive dashboards, clear data visualization and streamlined navigation that enable users to track performance, monitor progress toward sales goals and access valuable training resources.

### Gamified Learning Experience

Basecamp turns training into a rewarding journey, using progress tracking, milestones and achievement-based earning to keep contractors engaged and motivated.





michael bimonte  
CREATIVE DIRECTOR

THANK YOU!

- ☎ 203.804.1003
- ✉ [mjbimonte@gmail.com](mailto:mjbimonte@gmail.com)
- 📍 Orlando, FL
- 🌐 [michaelbimonte.com](http://michaelbimonte.com)