

Background Information for Michael Holdren

About Michael Holdren...

Michael has a thorough experience with both print and web design, but he does enjoy print more. He has a good eye for layout, type, color, and has been known to come up with solid conceptual ideas all in the name of problem solving. He's always ready to hit the ground running and make plays for the team.

Although Michael was born and raised in Austin, he began his career in graphic design by attending the Art Institute of Houston. After graduating, Michael spent the following year at one of the most prominent design studios in Houston of its time, Pegasus Design. As an Art Director, Michael worked on projects for clients such as Pennzoil, Reliant Energy, Tandy, and SYSCO.

After leaving Pegasus and spending the next few years refining his craftsmanship in web design at Savatech and then dabbling in his first venture of freelance design, Michael left Houston to return to his hometown of Austin to join Motorola's Creative Services department as a Senior Designer and winning his first ADDY award . Michael was responsible for adhering to strict identity guidelines while being flexible and creative in finding solutions for hundreds of projects in both design and production.

After he left Freescale formerly Motorola SPS , Michael once again entered the freelance design market. During those two years, he accumulated a veritable who's who list of clients such as Enviromedia, Olive Design, Freescale Semiconductor, Capitol Sports & Entertainment, Makos, Interior Decorators of Texas, Pervasive Software, University of Texas, and Holt, Rinehart and Winston.

Michael is currently the Art Director for the Clubmaking Catalogs and the Clubmaker Magazine for Golfsmith International, Inc. in Austin, Texas. His responsibilities include everything from direction of the cover and articles to the layout of the product pages using grids, type, and color to produce a continuing excellence of the books.

Some of Michael's design influences are well known nationally and locally: Paul Rand, Saul Bass, Milton Glaser, Doyald Young, Charles S. Anderson, Michael Bierut, Paula Scher, D.J. Stout, James Victore, Debbie Millman, Bart Crosby, David Kampa, Rian Hughes, Gunnar Swanson, James McAnear, Tom Berno, Brian De Los Santos, Gene Slaughter, Derrit DeRouen, and Michael Guillory to name a few . He's also influenced by the work of illustrated letterhead designers such as Michael Doret and Tom Kennedy.

Michael's first published work appears in the book ***The Word It Book*** in 2007. The Word It Book is a gallery of interpreted words from monthly Word It submissions from the Speak Up blog.

Michael recently resided on the board of the AIGA Austin chapter as the Community Outreach Director. His experience with the AIGA the professional association for design has not only allowed him to grow as a designer, but in acting as the Design in the Fast Lane Conference Chair in 2006 a design conference for both students and educators , he has enabled opportunities for other designers to grow as well.