

Micah Taupule**550 W Surf Street #204****Chicago, IL 60657****mobile: 312.402.2231****email: mtaupule@gmail.com****Professional Experience**

November 2005 to present

SILVER LINING GROUP / STERLING SILVER CREATIVE

- One of the largest commercial photography studios in the United States, servicing clients such as JCPenney, Sears, ArtVan and OfficeMax. Sterling Silver Creative is the business-to-business and business to consumer retail marketing / advertising branch of Silver Lining.

Art Director / Account Manager

Chicago, IL

Responsibilities: Art directing and producing photo shoots for various b-to-b and b-to-c clients. Designing and executing the production of client catalogs, newspaper inserts, direct mail / retail print ads, package design, web graphics, POP displays and retail store signage from concept to final release, working in a fast-paced environment and balancing several overlapping deadlines. Serving a dual role as Account Manager and Art Director on several accounts. Working with print separators to achieve the highest quality on press. Hiring and supervising freelance design and production professionals. Managing project budgets in order to deliver quality results on time and increase profit margin.

Accomplishments: Consistently exceeded client expectations on Silver Lining's most valuable account. Managed, produced and art directed catalogs for BI Worldwide, a b-to-b marketer, greatly reducing freelance expenses and increasing Silver Lining's profit. Simultaneously art directed multiple photo teams in Chicago and North Carolina for Bass Pro Shops catalog and retail project.

Art Director / Graphic Designer / Illustrator

A creative problem solver with proven expertise in applying the highest graphic standards to achieve specific merchandising, marketing, and product development objectives for retail and direct marketing sales and promotions in both business-to-business and business to consumer operations. An enthusiastic team player and leader with the ability to respond instantly to shifting priorities and seize "last minute" opportunities. A deadline- and budget-driven project manager and detail-oriented photo director who does whatever it takes to achieve excellence on time and on budget.

An experienced designer who has been successful on both the client and agency sides of the creative process with more than 14 years' experience, working for clients such as Hammacher Schlemmer, Sears, Bass Pro Shops, JCPenney, OfficeMax and Kohl's.

September 2001 to November 2005

HAMMACHER SCHLEMMER - Specialty retailer of luxury gifts, high-end electronics, toys, and innovative, business-to-business incentives functional household and lifestyle solutions.

Art Director

Chicago, IL

Responsibilities: Designing and executing the production of b-to-c and b-to-b catalogs, corporate sales materials, direct mail print ads, retail store signage and point-of-purchase displays, web graphics and other collateral. Negotiating photography rates, scheduling and art directing photo shoots for both web and print sales efforts. Working with print vendors to find and implement designs to reduce pre-press and print production costs. Hiring and supervising freelance design and production professionals, presenting new design concepts to Executive Committee, and creative expository technical illustrations for catalog presentations. Creating PowerPoint presentations for sales and internal presentations. Maintaining digital asset management system.

Accomplishments: Promoted to Art Director from Graphic Designer. Designated design lead in 2002. Reduced photography costs by more than 40%. Created a new control design for "Outdoor" editions of the Hammacher Schlemmer catalog resulting in the two highest performing catalogs for the company in 2003-2004.

June 2000 to August 2001

SOURCEBOOKS, INC. - Publisher of trade and gift books, non-fiction and fiction.

Associate Graphic Designer

Naperville, IL

Responsibilities: Designing book covers and book internals, press kits, newsletters, catalogs, CDs and CD packaging, and collateral materials.

Accomplishments: Designed and illustrated "Sourcebooks Fall 2001" catalog cover which was featured on the cover of Publisher's Weekly magazine. Designed best selling trade gift book, *Echoes of Notre Dame Football*.

November 1999 to June 2000

Freelance Graphic Designer

Chicago, IL

Various clients including financial publisher CCH, and mass market gift marketer, Winston Sales Co.

Responsibilities: Designing product catalogs, product inserts, brochures, and promotional materials.

Accomplishments: Created book covers for the CCH Spring 2000 legal guides, one of the company's premier products. Assisted Art Director of Winston Sales Co. on design and production of their successful Collections Etc. catalog.

July 1997 to November 1999

MODERN POSTCARD / THE IRIS GROUP, INC.

Postcard and direct mail manufacturer for a variety of clients from art galleries to real estate.

Graphic Designer / Illustrator

Carlsbad, CA

Responsibilities: Creating layouts for postcards, posters, brochures, etc. Scheduling jobs to print in-house. Illustrating for in-house publications.

Accomplishments: Created promotional postcards and posters for clients such as No Fear and Spy sunglasses.

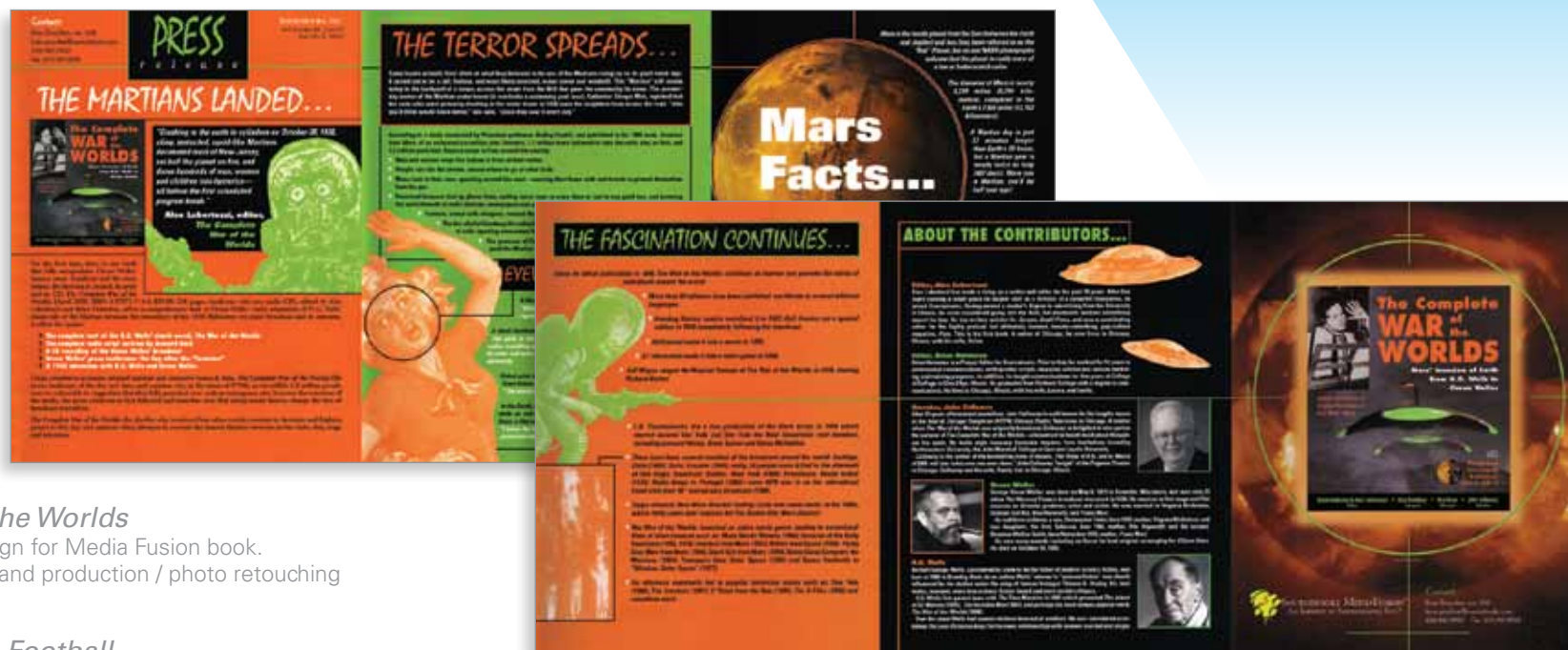
EDUCATION**San Diego State University**

Bachelor of Arts Degree with an emphasis in graphic design - 1997.

COMPUTER SKILLS

Proficient on both Mac and PC platforms and in Photoshop, InDesign, QuarkXpress, Illustrator, Adobe Acrobat, MS Word, Excel, PowerPoint, and Keynote. Strong illustration skills, both freehand and digital.

References upon request.



The Complete War of the Worlds

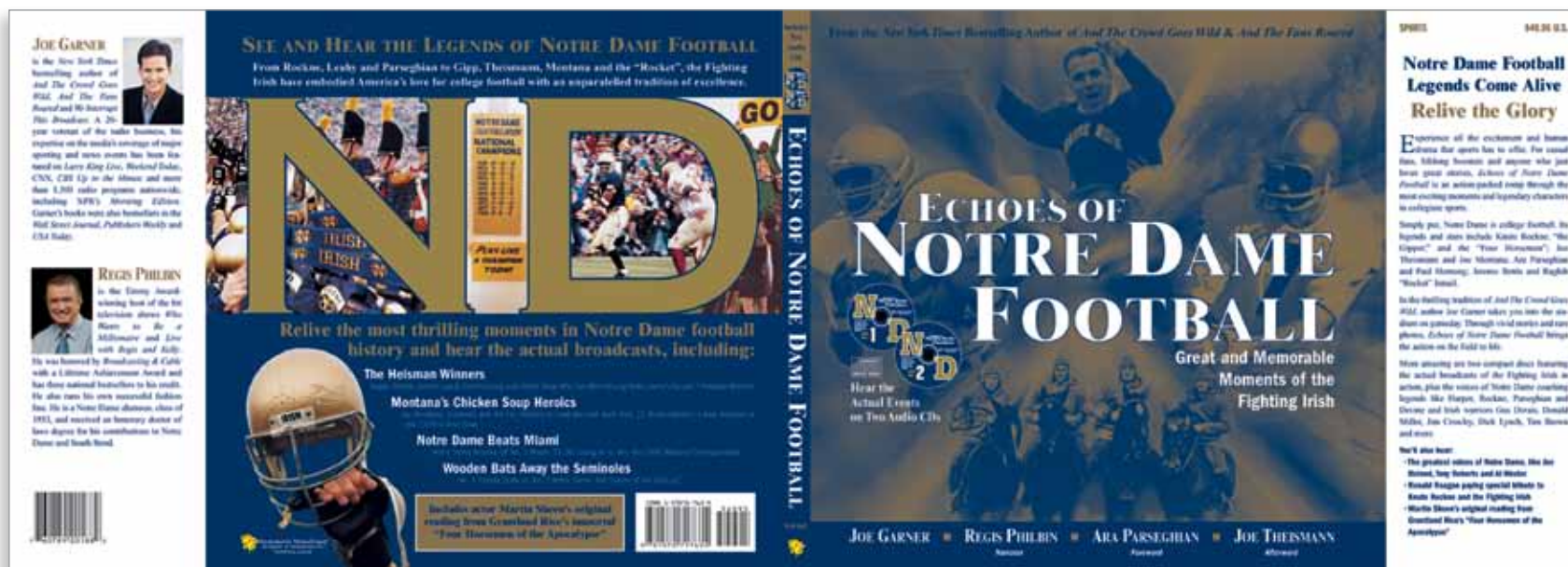
Press kit and book cover design for Media Fusion book.

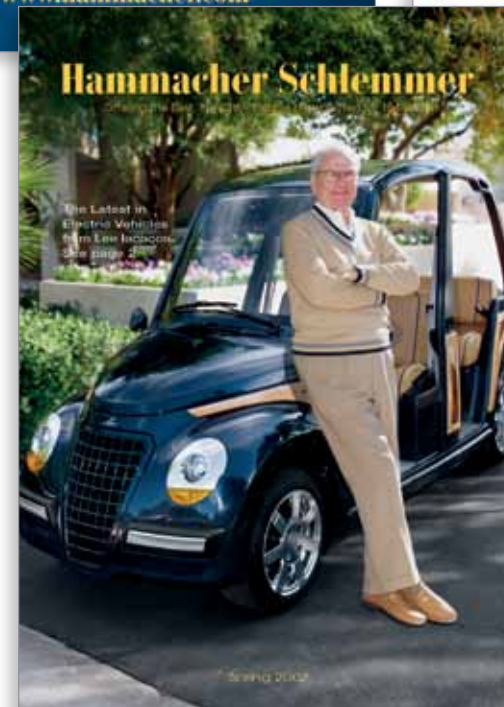
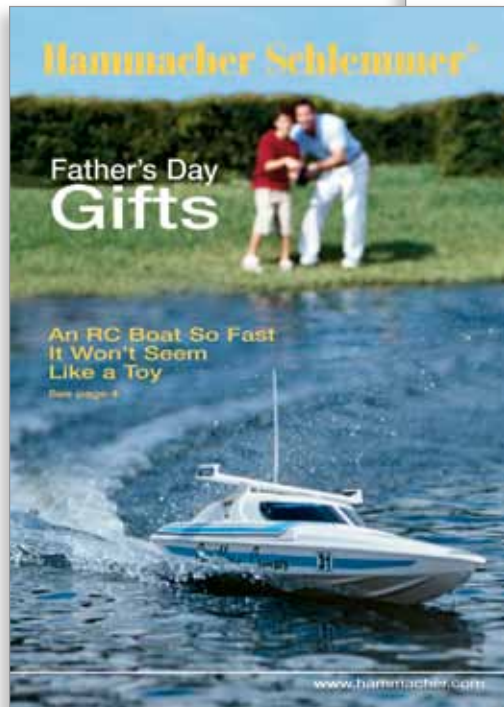
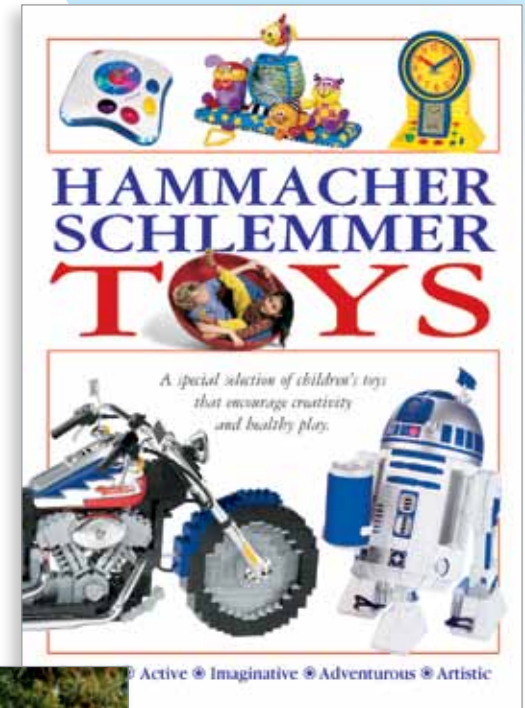
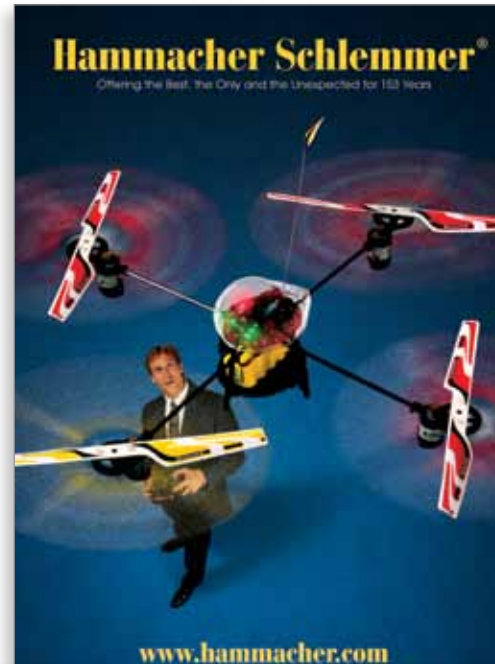
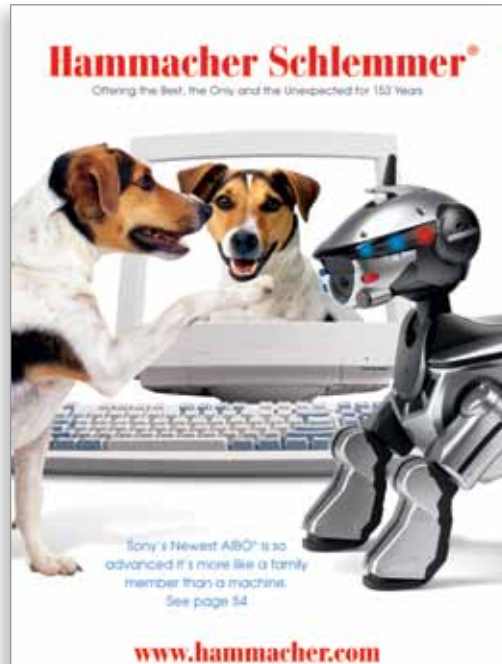
Responsibilities: layout design and production / photo retouching

Echoes of Notre Dame Football

Book cover design for Media Fusion book.

Responsibilities: layout design and production / photo retouching



Hammacher
Schlemmer CatalogPhoto art direction of
cover photography.*Responsibilities:*
photo art direction

Casual Clothing That Actually Repels Mosquitoes.

"There are surely all kinds of innovations in the outdoor gear world. But I can't say I've ever seen anything like this before."
— 6 Jakes

Comfortable and Convenient.
This repellent clothing stays on all day long, without the constant reapplication of sprays or lotions. That's why it's the perfect choice for your next outdoor adventure.

Effective.
The only repellent clothing line in the world, this repellent clothing stays on all day long, without the constant reapplication of sprays or lotions. That's why it's the perfect choice for your next outdoor adventure.

Outdoor Living 1-800-543-3366
Clicking information on page 16

A. Insect Repelling Hat.
Made from 100% cotton with insect-repelling technology, this hat is perfect for the outdoors. It's lightweight, breathable, and has a wide brim for shade. Available in blue, tan, and black. \$29.99.

B. Insect Repelling Shirt.
With mesh under the arms and at the sides, this shirt is perfect for the outdoors. It's lightweight, breathable, and has a wide brim for shade. Available in blue, tan, and black. \$29.99.

C. Insect Repelling Zip-Off Pants.
Lower leg zip-off for a perfect fit. Available in blue, tan, and black. \$29.99.

D. Insect Repelling Socks.
Lower leg zip-off for a perfect fit. Available in blue, tan, and black. \$29.99.

Fend Off Bugs Without Sprays
Gardening
Picnicking
Concert-going
Hiking
Traveling
Dog walking



Hammacher Schlemmer
Outdoor Living

Hammacher Schlemmer
Outdoor Living Catalog

Layout and photo art direction from concept sketches to final release to printer. Launched Hammacher Schlemmer's first outdoor focus catalog.

Responsibilities: photo art direction / layout design and production



The New Mega-Catch™
Did a full acre of up to 1,200 mosquitoes a day

Page 19

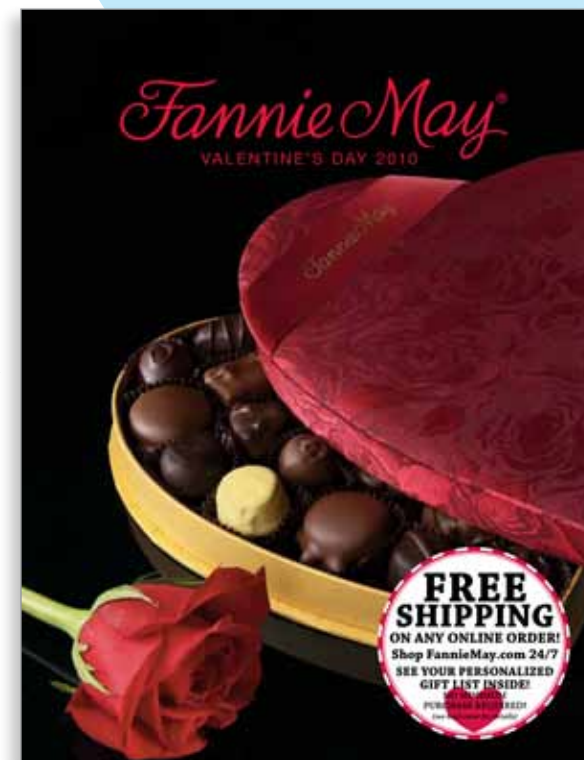
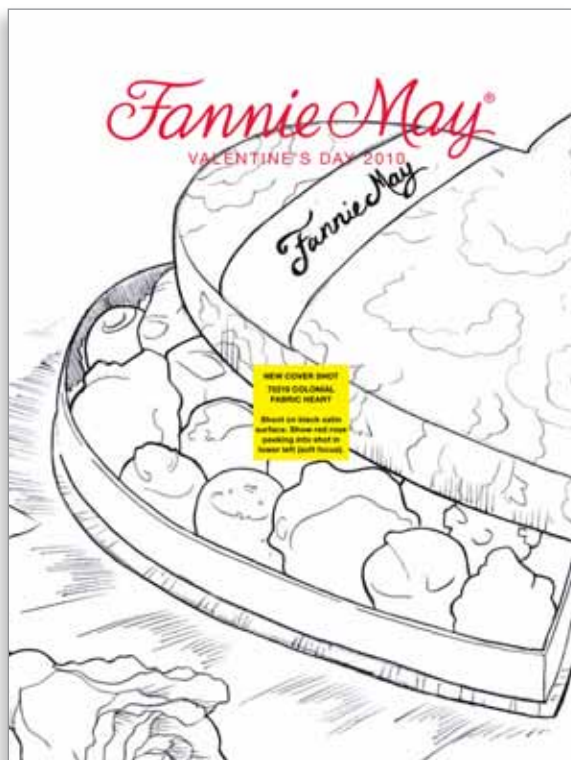
www.hammacherschlemmer.com

Outdoor Living 2009

Fannie May Valentine's Day Catalog

Layout and photo art direction from concept sketches to final release to printer. One of Fannie May's most successful catalogs in recent history.

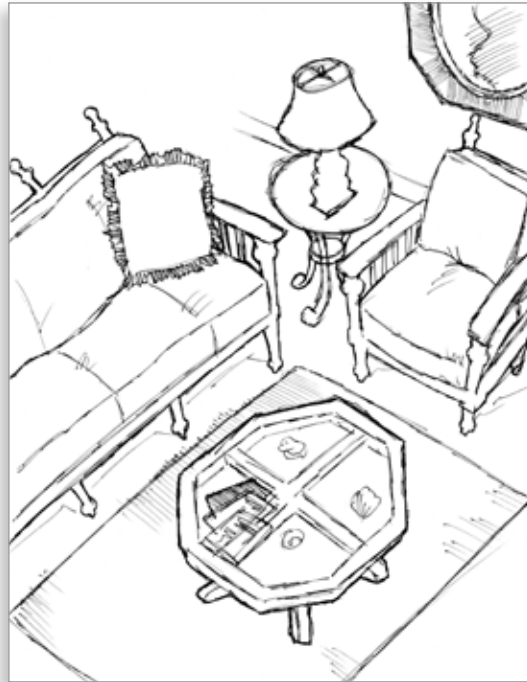
Responsibilities: photo art direction / layout design and production / illustration

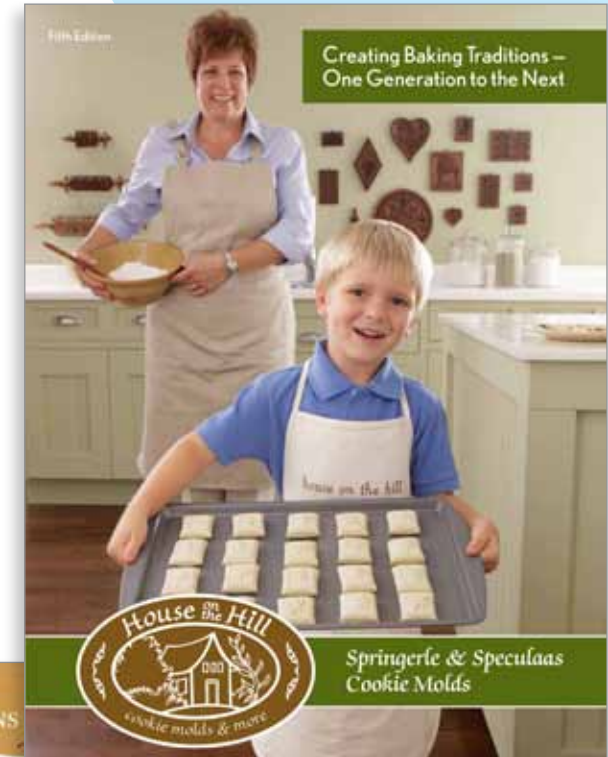


Bass Pro Shops Lifestyles Catalog

Photo art direction for Bass Pro
Lifestyles Catalog. Introduction of new
Bob Timberlake product line, Salt Aire.
Coordinated and art directed photography
teams in Chicago, IL and High Point, NC.

Responsibilities: photo art direction





Redesign of cookie mold catalog after extensive exposure of products in Martha Stewart Magazine.

Responsibilities: photo art direction /
layout design and production /
illustration

Life Fitness Consumer Catalog

Layout redesign of Commercial Fitness Catalog to Home Fitness Catalog, targeted at the consumer market.

Responsibilities: layout design and production / account management

CONSOLE GUIDE

PERSONALIZE YOUR WORKOUT EXPERIENCE



CONSOLES DESIGNED WITH YOUR SUCCESS IN MIND

TRACK CONSOLE	GO CONSOLE
 <p>IN TUNE WITH TODAY'S BUSY PACE Life Fitness is the most recognized name in health clubs and trusted at home by knowledgeable exercisers who want the best. The sleekly designed Track Console adds the best in entertainment and motivation to the most flexible equipment available.</p> <p>VIRTUAL TRAINER WEBSITE Fun and easy to use online tool where you can get recommended programs, create workouts and track your progress. See page 41 for more details.</p> <p>• USB Connectivity—Use the USB port to transfer custom workouts from the Virtual Trainer website to your equipment. Then have your workout results to back your progress online.</p> <p>• Life Fitness App—Track your progress on your iPhone® or iPad Touch®, plus access and download Life Fitness recommended workouts instantly from your device to the equipment.</p> <p>ENTERTAINING AND MOTIVATIONAL The iPod/iPhone® docking station provides seamless control for song selection and volume while changing the device.</p> <p>ENERGY SAVER Dramatically lowers energy use when the unit is turned on but not in use.</p> <p>FAMILY FITNESS Create up to four customized user profiles for quicker set-up. Individual workout statistics and save three custom workouts per person.</p>	 <p>STREAMLINED EFFICIENCY The Go Console is a simplified choice for those seeking the fundamentals of great workouts.</p> <p>MOTIVATING VARIETY 3.9 workouts including three Classic, two Advanced, three Quick Start and five HeartRate heart rate controlled workouts.</p> <p>ENERGY SAVER Dramatically lowers energy use when the unit is turned on but not in use.</p> <p>HANDS ON GO OFF Contact and wireless telemetry heart rate monitors.</p> <p>DUAL FITNESS Create two customized user profiles for quicker set-up.</p>

CONSOLES

PLATINUM CLUB SERIES

CONSOLE CHOICES



EVOKE™

- 10" LCD Touch Screen
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength



INSPIRE™

- 10" LCD Touch Screen
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength



ACTIVE™

- 10" LCD Touch Screen
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength

VIRTUAL TRAINER WEBSITE

www.VirtualTrainer.LifeFitness.com

ENHANCE YOUR EXERCISE EXPERIENCE
You do it. We'll do it. Virtual Trainer website is the online fitness experience.

Create and share workouts, track progress, schedule workouts.





VIRTUAL TRAINER IPHONE / IPOD APP

COMPATIBLE WITH TRACK & EVOKE™ CONSOLES.

KEEP YOUR BODY IN SYNC
Get your Virtual Trainer app on your iPhone or iPod Touch and a whole new world of fitness is yours. Get your Virtual Trainer app on your iPhone or iPod Touch and a whole new world of fitness is yours.

Log in to workout, track progress, schedule workouts, download workouts, share workouts.

Download from the iTunes® App Store

STREAMLINED

PLATINUM CLUB SERIES

WHERE STYLE MEETS SUBSTANCE

The most exclusive health clubs and homes in the world choose our premium, stream-lined, exclusive equipment for their streaming clientele. Now you can choose the same for your home.

- 10" LCD Touch Screen
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength
- 1000+ workout 15 min intervals, 15 min cardio, 15 min strength



GO CONSOLE

Streamlined efficiency for those seeking the fundamentals of great workouts.

MOTIVATING VARIETY
3.9 workouts including three Classic, two Advanced, three Quick Start and five HeartRate heart rate controlled workouts.

ENERGY SAVER
Dramatically lowers energy use when the unit is turned on but not in use.

HANDS ON GO OFF
Contact and wireless telemetry heart rate monitors.

DUAL FITNESS
Create two customized user profiles for quicker set-up.



BI Showcase Catalog

Product category opening spreads in BI incentive catalog.
Served dual role as art director and account manager.

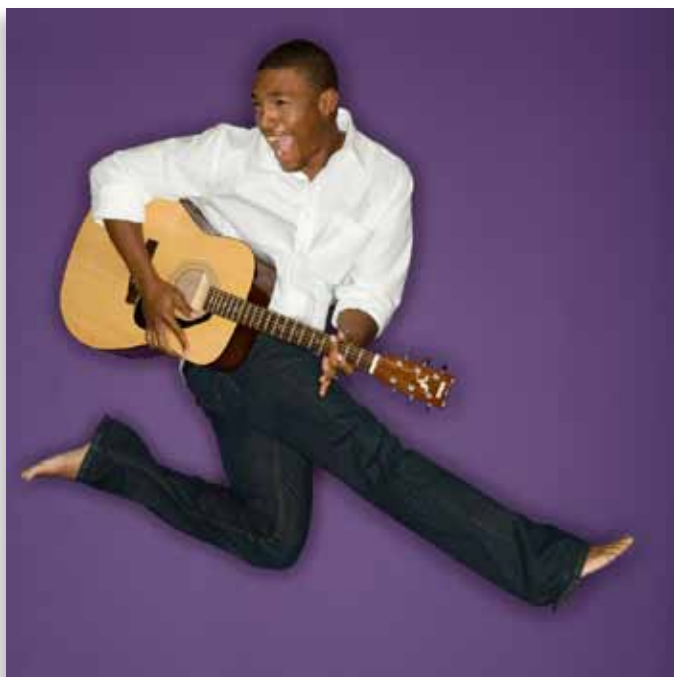
Responsibilities: account management / photo
art direction / layout production / illustration (set illustrations)

BI Showcase Catalog

Model location and product shots for BI incentive catalog.
Produced and art directed model shoots on location and in studio. Coordinated multiple photo teams to deliver project on time and under budget.

Responsibilities: account management / photo art direction / layout production



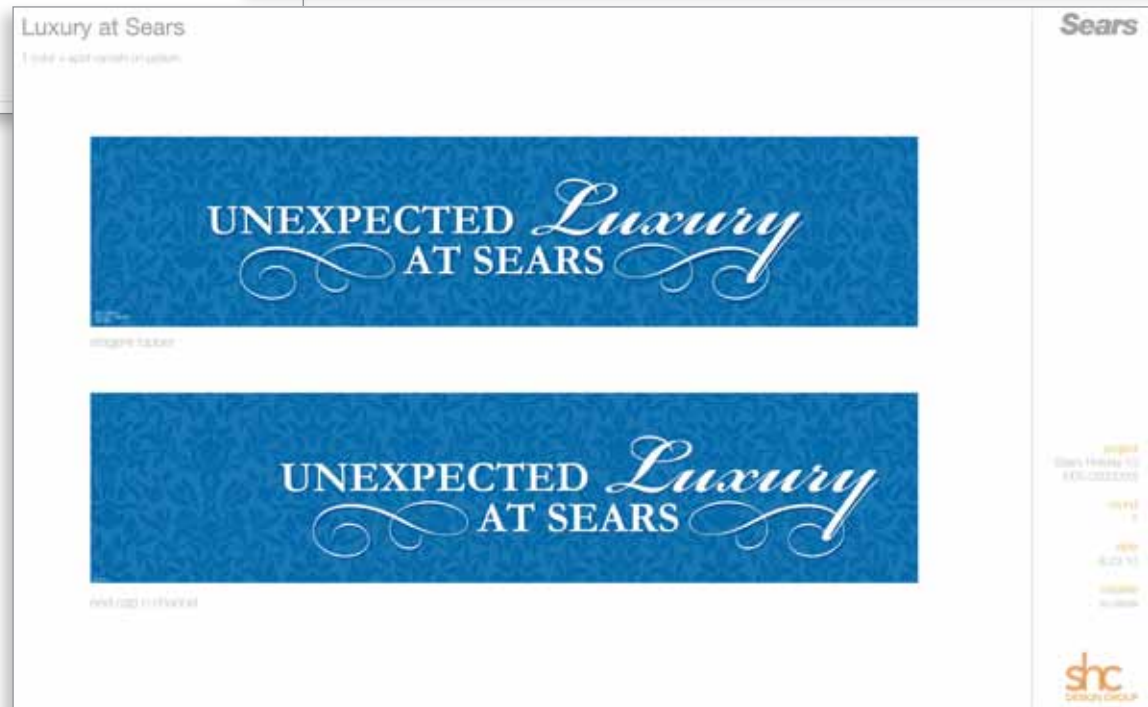
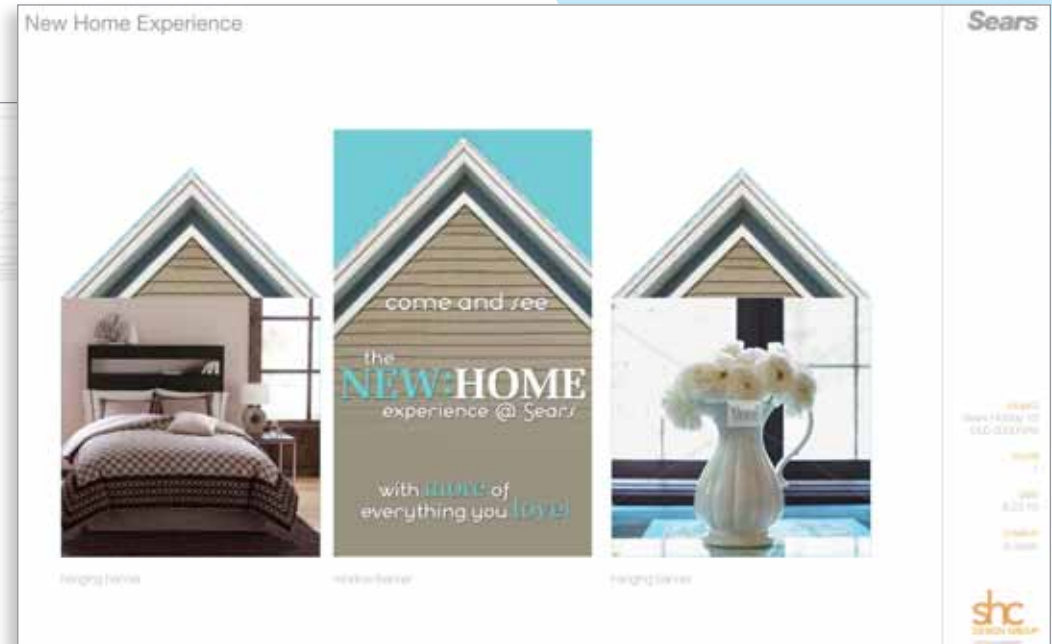
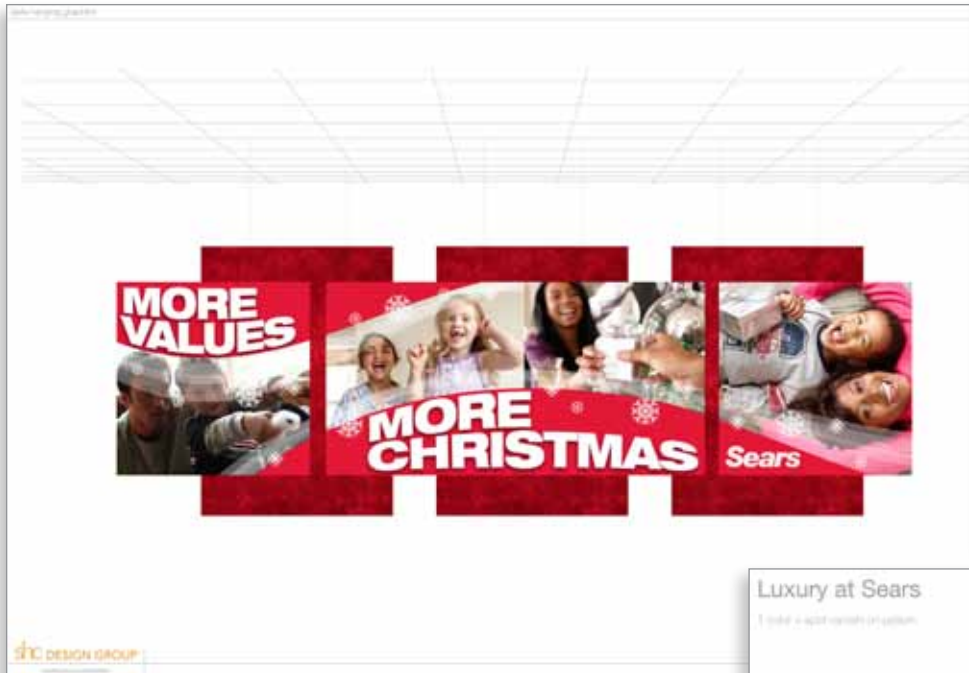


BI Showcase Catalog

Model in-studio shots for BI incentive catalog.
Served dual role as art director and account manager.

Responsibilities: account management /
photo art direction / layout production

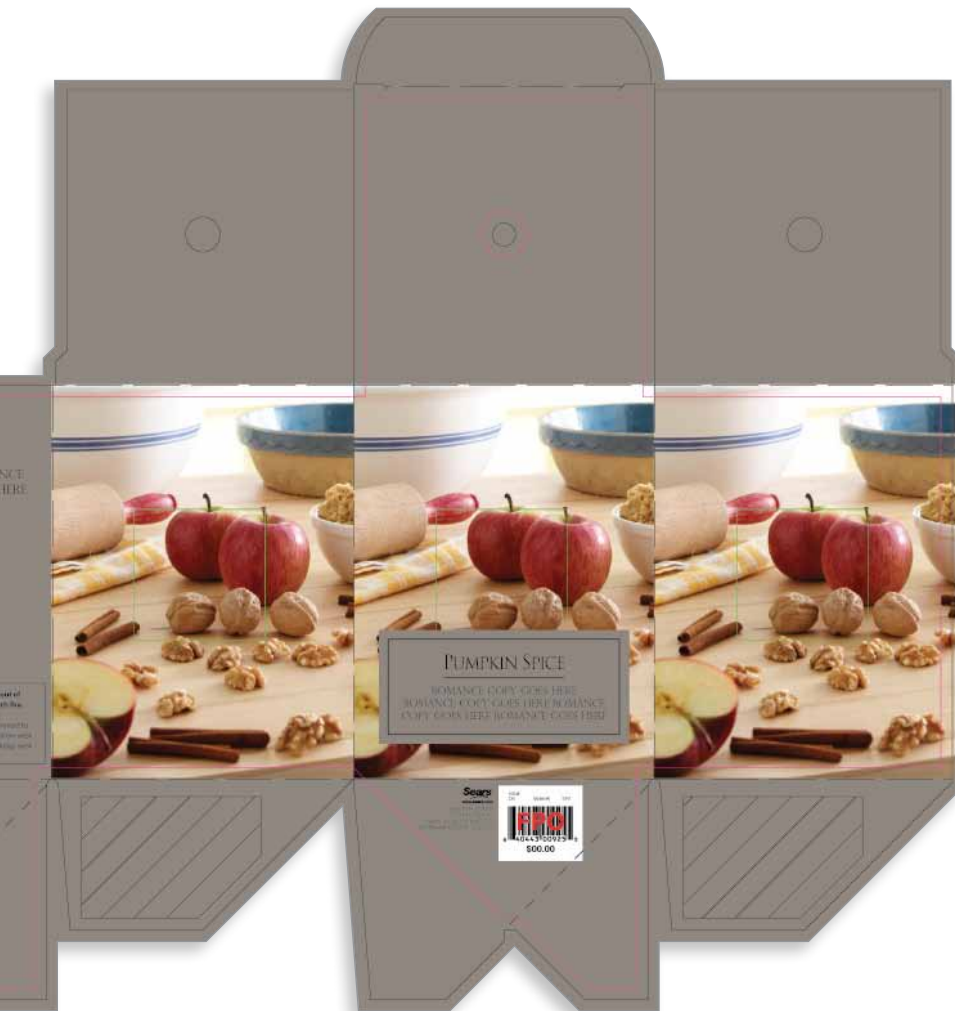




Sears Holiday Signage Concepts

Design concepts for Sears Holiday retail store signage.

Responsibilities: concept design



Sears Packaging Photography

Photography for various Sears product packaging. Images had to adhere to packaging die-lines.

Responsibilities: photo art direction / account management





Won
BY
One





Cathay Pacific Airlines "Blending Borders" Contest

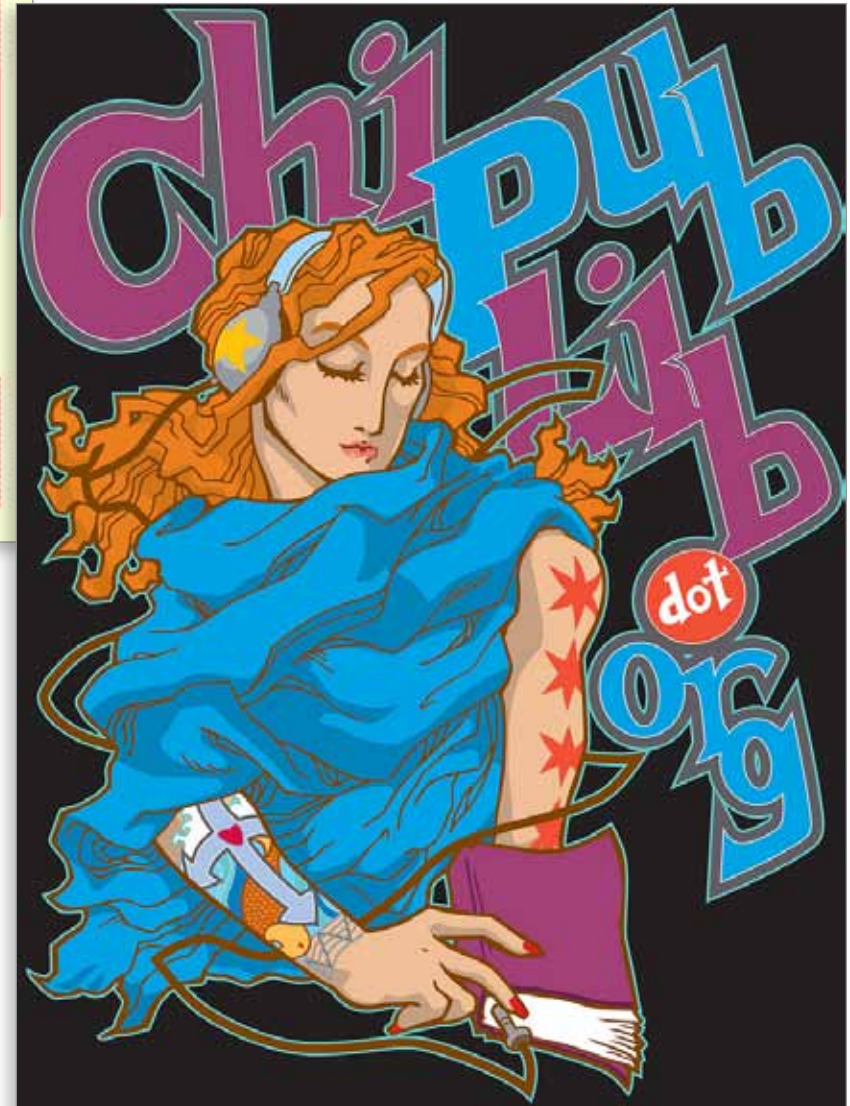
Poster design for Cathay Pacific contest to celebrate their introduction of non-stop flights from Chicago to Hong Kong. Entry place 2nd among hundreds of entries.

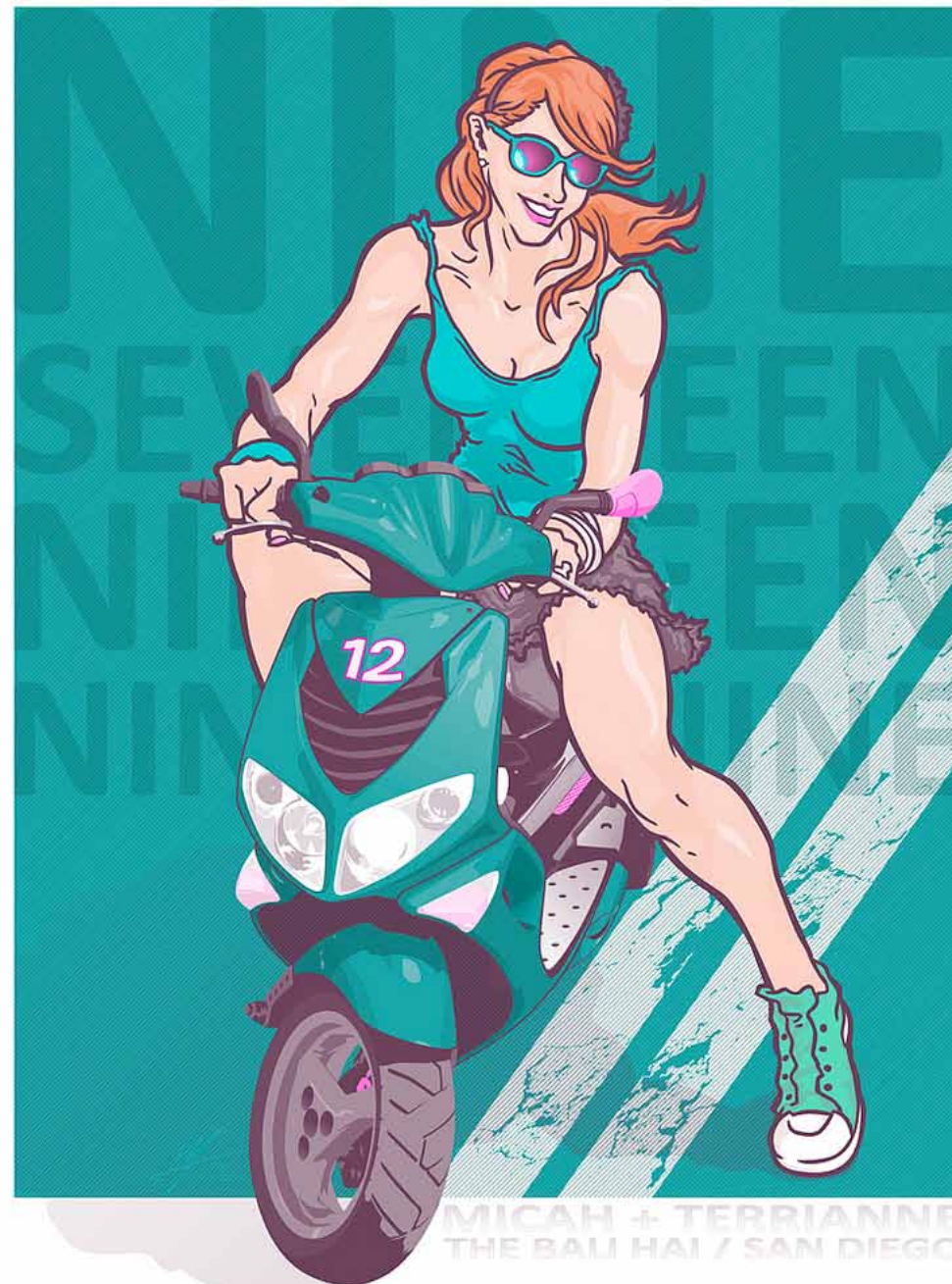
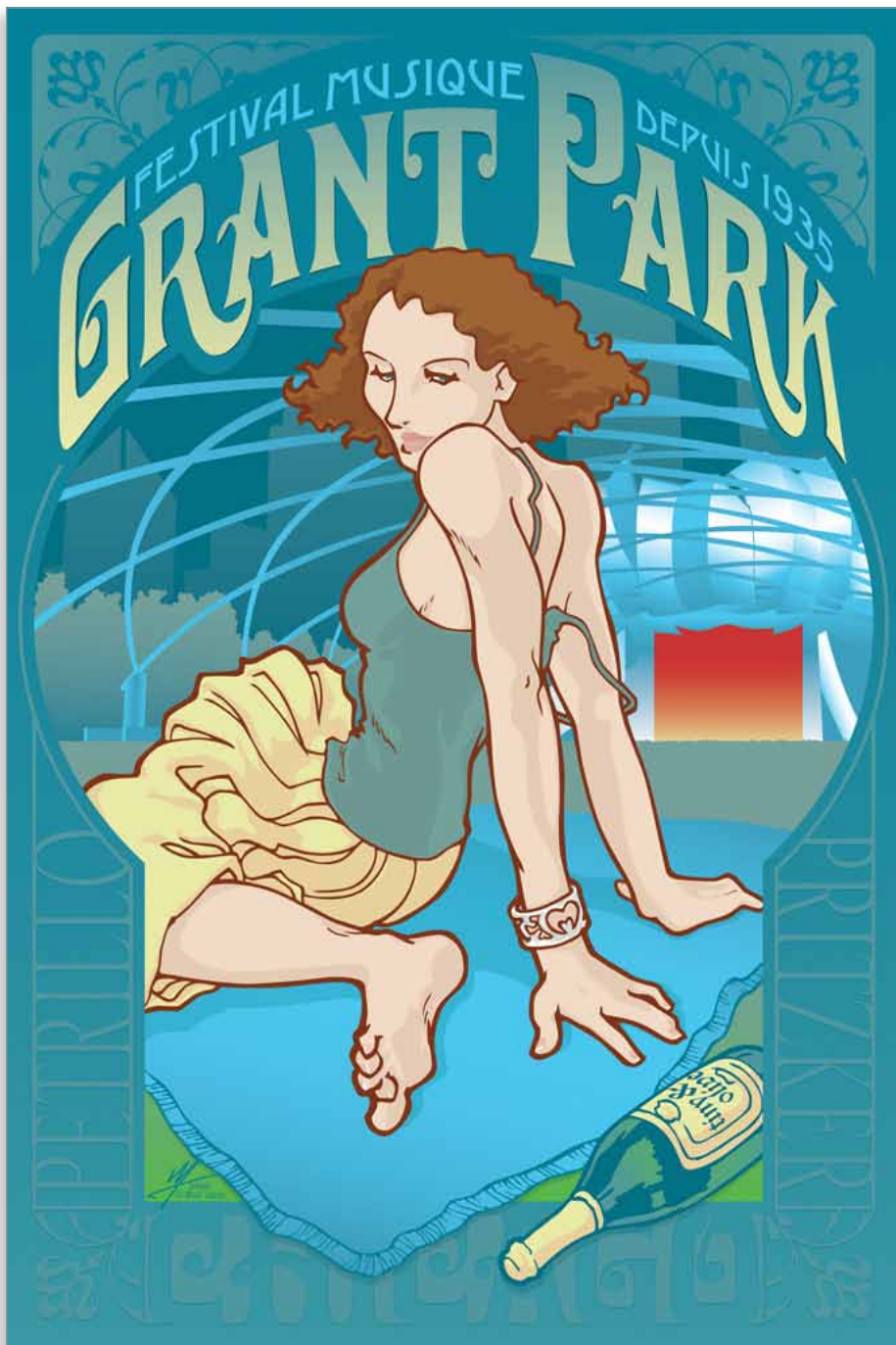
Responsibilities: layout design / illustration

Chicago Public Library "Not What You Think" Contest

Poster design for the Chicago Public Library's campaign to emphasize the uniqueness of the city's libraries and the ChiPubLib.org website. Entry placed among the top 30 designs.

Responsibilities: illustration





MICAH + TERRIANNE
THE BALI HAI / SAN DIEGO

Children's Book Concept

Color concept drawings for children's book idea.



Cambium Learning Power Readers

Black and white drawings for Power Readers, a set of activity books geared towards beginning readers.

