



mike schurr

Title:

Creative Director

Employee Since:

December 1994

Responsibilities:

The creative expression of brands. To ensure that the brand's unique promise and personality are reflected in every creative marketing tool.

Client Experience:

Haworth – Office furniture	Haworth justask – Marketing program for dealers
Gordon Food Service – Foodservice distribution	Elan Nutrition – Protein bars
Merillat – Kitchen cabinets	Stiles Machinery – Woodworking equipment
Altendorf America – Woodworking equipment	Leuco Tool Company – Cutting tools
Action Fabricators – 3M converter	Gentex – Automotive Tier One supplier
City of Kentwood – Local government	Amway Grand Plaza – 5-star hotel
Sales Consultants – Consultant	Rowe International – Jukebox/game manufacturer
D & W Food Centers – Retail grocery	Cascade Engineering – Plastics
Stehle USA – Cutting tools	Viking – Fire protection systems
Old Kent Bank – Financial services	Coles Bakery – Food products
Attwood – Marine products	Sara Lee Deli – Food products
Bilmar – Meats and cheeses	Dana Spicer – Industrial trucking
Hendrickson – Industrial trucking	Hino Trucks – Industrial trucking
Sea Ray – Boat manufacturer	Gantos – Retailer
Marvel – Entertainment	Disney – Entertainment
Warner Brothers – Entertainment	United Chair – Office furniture
Globe – Office furniture	Anderson Hickey – Office furniture
Sparrow – Hospital	X-Rite – Color technology
Company Jet – Fractional jet ownership	Mary Free Bed Rehabilitation Hospital - Rehabilitation care

Professional Experience:

Biggs/Gilmore, Grand Rapids, MI – Associate Creative Director
Mendenhal & Leistra, Grand Rapids, MI – Art Director
Vanderwall Design, Grand Rapids, MI – Art Director
CS Studios, Malibu, CA – Designer

Education:

B.S. Advertising, Minor Industrial Design, Minor Art History
Kendall College of Art and Design - 1991