

# MICHAEL S. POLLAK

COMBINING A DISCERNING EYE FOR DESIGN AND A DILIGENT MIND FOR MANAGEMENT.

## EDUCATION

CORNELL UNIVERSITY, SCHOOL OF HOTEL ADMINISTRATION  
MASTER OF MANAGEMENT IN HOSPITALITY, DEGREE CANDIDATE

ITHACA NY | MAY 2008

UNIVERSITY OF PENNSYLVANIA  
BACHELOR OF ARTS, ARCHITECTURE

PHILADELPHIA PA | MAY 2005

- **SUMMA CUM LAUDE**, member of the PHI BETA KAPPA honor society
- **CURATED DESIGN EXHIBITION** 'Whimsical Works: The Playful Designs of Charles & Ray Eames', press coverage including *Dwell*, *Wallpaper* and *The New York Times*

## DESIGN MANAGEMENT

STUDIO MANAGER  
FLOAT LLC, MODERN FURNITURE COLLECTION

PHILADELPHIA PA | JUL 2005 - OCT 2006

- **SPEARHEADED A SOFTWARE-BASED CUSTOMER MANAGEMENT SYSTEM** to track and schedule contact with past clients and 3,000+ new leads; generated daily tasks for owner and employees
- **AMPLIFIED DISTRIBUTION STRATEGY** by securing relationships with five independent showrooms to tap local client bases in metropolitan markets
- **OVERHAULED BRAND IDENTITY** by unifying print and packaging materials; redesigned product catalogues and executed 8,000-piece marketing campaign
- **MANAGED LARGE-SCALE ORDERS** and tailored products for hospitality design firms II BY IV and Rockwell Group
- **LIAISED WITH FOUR MANUFACTURERS**, monitoring quality and developing new products

PROJECT COORDINATOR  
SCAN-DESIGN

PHILADELPHIA PA | JUL 2005 - OCT 2006

- **RECONCEIVED MENU DESIGN** for an 80-seat Italian bistro, instituting a pricing strategy for the owner and providing easy navigation for the customer
- **COORDINATED CONVERSION** of a 6,000-square-foot warehouse into a modern live/work space; configured innovative floor plan, selected interior finishes, and maintained project schedule

## DESIGN WORK

STAFF ARCHITECT & INTERIOR DESIGNER  
FURY DESIGN, INC.

PHILADELPHIA PA | OCT 2006 - APR 2007  
OCT 2004 - JUL 2005

- **LIAISED WITH CONSTRUCTION TEAM** through a 15,000-square-foot luxury residential renovation; executed and released all associated detail drawings
- **CONCEPTUALIZED NEW LAYOUT** for a contemporary Asian-inspired restaurant and lounge with optimal acoustic balance, traffic flow, and guest experience
- **HARMONIZED COMPANY IMAGE** by establishing document, presentation, drawing standards for all materials

FREELANCE DESIGNER  
IDENTITY, GRAPHIC & INTERIOR DESIGN

2004 - PRESENT

- **COMMISSIONED FOR LOGO AND IDENTITY DESIGN** for a wide variety of businesses, including a cupcake shop, a clothing boutique, an insurance brokerage firm, and a nonprofit organization
- **REINVIGORATED UNDERUSED SPACE** for a university student center by devising a new furniture scheme
- **PROPOSED SUSTAINABLE FURNITURE** and finish selections for a green-minded real estate firm

## SKILLS

SOFTWARE PROFICIENCY

- Proficient in AutoCAD, QuickBooks Customer Manager, Adobe Photoshop, Illustrator, InDesign & Acrobat Pro