



# MICHAEL P. PIERCE

Design & Photography Educator | Visual Communication Specialist

Graphic Design and Digital Photography Educator with 10+ years of experience teaching visual communication, design, and photography at the high school level. Industry-trained graphic designer with professional experience in branding, marketing, and digital media. Develops engaging, project-based curriculum that integrates Adobe Creative Cloud and real-world creative workflows. Combines professional design expertise with strong classroom leadership to prepare students for careers in visual communication and the creative industries.

## TEACHING EXPERIENCE

### Lacey Township High School, Lanoka Harbor, NJ

2015-Present

#### Graphic Design and Digital Photography Teacher

- Teach Graphic Design and Digital Photography across four levels, including Advanced Placement 2-D Art & Design, using Adobe Creative Cloud and industry-standard software; successfully merged the courses into a single comprehensive class in 2025, maintaining high-quality instruction and project outcomes across both disciplines
- Develop and implement project-based curriculum emphasizing branding, visual storytelling, digital media production, and portfolio development
- In Photography: Instruct students in exposure, composition, lighting, post-processing, and narrative storytelling
- In Graphic Design: Guide students in career-ready skills, including design thinking, creative problem-solving, and professional presentation
- Design interdisciplinary projects integrating digital design and photography with other subject areas to enhance student learning and engagement
- Oversee student participation in art and design competitions, exhibitions, and local/regional showcases
- Manage classroom resources, digital lab equipment, and software licenses to maintain an organized, safe, and technologically current learning environment
- Mentor students in portfolio preparation for college admissions, scholarships, and creative career pathways

### Notre Dame High School, Lawrenceville, NJ

Fall 2013

#### Teaching Assistant - Graphic Design

- Assisted in developing curriculum and instruction for Intro to Graphic Design course
- Supported classroom instruction and student learning in Adobe software and creative projects
- Trained the ceramics instructor in graphic design programs and helped develop cross-disciplinary lessons introducing students to digital design tools

### NJASC's Leadership Training Conference

2001-Present

#### Senior Counselor

- Teach leadership classes covering public speaking, communication, conflict resolution, leadership styles, and project planning
- Prepare students with leadership, communication, and interpersonal skills for school and real-world challenges
- Lead videography and photography efforts for the conference for the past 12 years, documenting events and creating promotional content

## PROFESSIONAL DESIGN EXPERIENCE

### icueTV LLC, Cherry Hill, NJ

2008-2012

#### Art Director (2010-2012)

- Led brand development and marketing design for television and digital media products
- Designed interactive graphics for television, mobile devices, and tablets
- Managed creative production including marketing collateral and digital media assets
- Collaborated with clients including Comcast Media Center, PayPal, Groupon, and SeaChange

## CONTACT

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### YOUTUBE

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## EDUCATION

### THE COLLEGE OF NEW JERSEY

#### 2014

Bachelor of  
Arts in Art Education

#### 2006

Bachelor of Fine Arts in  
Graphic Design

Cumulative GPA: **3.62**

## DESIGN & MEDIA SKILLS

### CREATIVE SOFTWARE

Photoshop  
Illustrator  
InDesign  
Lightroom  
Premiere Pro  
Acrobat

### PHOTOGRAPHY

DSLR Cameras  
Studio Lighting  
Photo Editing & Retouching  
Visual Composition &  
Storytelling

### TRADITIONAL MEDIA

Drawing  
Painting  
Sculpture  
Ceramics  
Mixed Media  
Illustration

### Manager of Media Communications (2009-2010)

- Managed creative media department including software engineers, video production staff, and branding teams
- Served as executive photographer for company events and conferences
- Coordinated event media production and visual communication strategies

### Graphic Designer (2008-09)

- Developed full corporate branding system and marketing collateral, promotional materials, and website design
- Designed customer portals and digital marketing materials

## Realogy Corporation, Parsippany, NJ

2007

### Junior Graphic Designer

- Created corporate marketing materials including brochures, newsletters, and promotional kits
- Worked with marketing teams to develop internal branding and communication materials

## FREELANCE DESIGN & BRANDING SPECIALIST

### Freelance Graphic Designer

2000–Present

- Provide full-service design and project management for print, web, and digital marketing from concept through completion
- Create branding and visual communication materials, including: logos, corporate identity systems, marketing collateral, advertisements, newsletters, direct mail, websites, presentations, packaging, stationery, posters, signs, and display graphics
- Deliver creative solutions tailored to client goals and regional audiences
- Collaborated with Philadelphia-area and regional organizations, including:
  - Origin Creative Services, Sellersville, PA
  - Mad Dragon Records, Philadelphia, PA
  - NJN Network, Trenton, NJ
  - New Jersey State Student Council, Trenton, NJ

## EXTRACURRICULAR ROLES

### Lacey Township High School, Lanoka Harbor, NJ

2015-Present

#### District Printer & Graphic Designer

- Manage district-wide print production for multiple schools, including discipline forms, hall passes, graduation booklets, event materials, and administrative documents
- Design and produce promotional materials such as posters for school events and theatrical productions
- Create branding collateral including business cards, letterheads, and official district materials
- Led redesign of the school lion head logo and district seal to strengthen visual identity across district communications

#### Coaching

- Assistant Varsity Boys Soccer and Goalkeeper Trainer (2016-Present)
- Assistant Bowling Coach (2022-Present)

#### Set Designer

- Designed stage sets for school productions including Mystery of Edwin Drood, The Wiz, Guys and Dolls, Cinderella, Mamma Mia!, Anastasia, and The Little Mermaid
- Collaborated with the director, set construction advisor, and students to design and construct scenic elements, guiding the creative process from concept to stage

## CREATIVE WORK & PUBLICATIONS

### CHILDRENS BOOK ILLUSTRATOR

Captain Spacesuit

P.B. and Jay of the Sandwich Island

## PROFESSIONAL ORGANIZATIONS

National Art Educators Association (NAEA), Current

Kappa Pi (International Honorary Art Fraternity) 2006

Art Educators of New Jersey (AENJ)

