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# Michael Tavilla

Proficient in Powerpoint and Adobe Creative Suite: InDesign, Illustrator, Photoshop, Premier, XD, After Effects, Adobe Express. Also proficient with Mac OS, and Windows OS, Figma, Miro, Canva, and Keynote. Some experience with HTML & CSS.

JUN. 2023–PRESENT

**SCITALIS DESIGN LLC**  
Founder/Creative director

Lead projects and collaborate with clients on design projects ranging from but not limited to branding, visual identity design, logos, books, motion designs, and posters. A list of some of my clients is in the right column

As the sole proprietor, I am also responsible for managing time, freelancers (when i need the help), and budget.

WORKFOUR 2024  
Wordmark design

MERRITT CHASE LANDSCAPE ARCH. 2024  
Wordmark design

BARREL & FLOW FEST 2021–PRESENT  
Brand assets  
Social media post templates  
Motion design

TRACE BREWING 2019–PRESENT  
Visual identity design  
Brand assets  
Labels

REMNANT BREWING 2017–PRESENT  
Visual identity design  
Brand assets  
Labels  
Illustrations

AGENCY LANDSCAPE + PLANNING  
COLLABORATIVE PARTNERSHIP  
Neighborhood Planning Initiative (NPI)  
Visual identity 2022  
Boston Design Vision  
Visual identity 2023

EXPONENTIAL MANAGEMENT 2021–2022  
Wordmark & logo design  
Brand assets

LIBERTY MUTUAL  
Contract Freelance Designer 2016  
Advertising  
Internal marketing  
Motion Design

HARVARD UNIVERSITY: CITY DESIGN  
& DEVELOPMENT 2016  
Posters

BOSTON DESIGN GROUP 2016  
Malaysian Vision Valley  
Logo design

MIT PLANNING CLASS 2015  
Book & editorial design

VISUAL DIALOGUE 2015  
1663  
Marketing & Store front design  
Tavern In The Square  
Brand assets

JAN. 2019–PRESENT

**PHILIPS**  
Communications designer  
/Art Director

Lead projects and small teams with a blend of strategy and imagination, translating insights into bold, on-brand design experiences.

Shaped product-level design strategies by balancing customer needs, business goals, and creative innovation.

Inspired cross-functional teams, fellow designers, and championed collaboration to deliver impactful, future-forward brand experiences.

FALL 2019–SPRING 2021

**MASSACHUSETTS COLLEGE  
OF ART & DESIGN**  
Adjunct Faculty

Empowered students to turn ideas into impactful designs, from mastering the basics to building bold visual identities.

Led courses in design principles, data storytelling, advanced typography, and brand development, blending theory with real-world application.

Inspired creative confidence and critical thinking through hands-on projects and studio-style learning.

JUN. 2016–DEC. 2018

**HARVARD BUSINESS  
PUBLISHING**  
Senior Designer

Crafted and executed bold visual and editorial experiences for HBR magazine, shaping how readers engaged with the brand across print and digital.

Led and mentored a team of designers, driving a cohesive, high-impact design vision across all consumer touch-points.

Partnered with digital teams to translate the print experience into dynamic web, social, and interactive content, pushing creative boundaries across platforms.

JUN. 2013–SEP. 2015

**SASAKI ASSOCIATES**  
Designer

Juggled a wide range of projects—local and global—spanning environmental, exhibition, print, experience, interface, proposal, and logo design.

Blended strategy and storytelling to craft engaging spaces, brands, and experiences across physical and digital platforms.

Thrived in a fast-paced, multidisciplinary environment, delivering bold design solutions tailored to diverse audiences and contexts.

## EDUCATION

B.F.A. Graphic Design 2013  
Massachusetts College  
of Art & Design  
Boston, MA

## AWARDS & RECOGNITIONS

Design Rush The Best Professional Services  
Print Designs 2025

Red Dot Award for Communications Design 2023

HBR Re-design Award of Distinction 2017

MIN Harvard Business Review Best redesign 2017

Special Event Marketing Award from Society for Marketing Professional  
Services 2015

Award of distinction The Boston Bookbuilders Scholarship 2013

