

INTERACTIVE CREATIVE DIRECTOR

MICHAEL BRANDT

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MOBILE

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Creative direction and leadership that delivers innovative, user-centered design solutions.

Excels at establishing and nurturing client relationships, articulating and extending brands, developing digital strategies, advocating for users, and motivating creative teams. Has delivered informational and transactional websites, interactive applications, marketing microsites, and brand collateral during fifteen plus years with design consultancies Razorfish, mediumbold, and TSDesign, and textile design company Jack Lenor Larson.

ONLINE PORTFOLIO

<http://www.mbrandt.com>

LOCATION

4612 Oakmont Blvd.
Austin, TX

EXPERIENCE

Creative Director, September 2008 – Present
Razorfish | Austin, TX

Provide Creative Direction in the Austin office with a focus on client work and building the internal design community. Collaborate with clients to address their business needs through creative design and user experience. Accountable for developing creative vision and articulating concepts for clients and project teams. Clients include Microsoft, P&G, Wellpoint, SouthWest Securities, and the Global Razorfish Holiday Experience.

President / Creative Director, February 2001 – September 2008
mediumbold, Inc. | Boston, MA

Founded interactive design studio widely recognized for delivering digital solutions with sound strategies, appropriate user experiences, and innovative design. Developed and directed the company's vision and business strategy resulting in consistent growth. Conducted business development activities from initial client contact to contract negotiations and maintained all client relationships. Ultimately responsible for ensuring that all design solutions were conceived and developed to the highest standards.

- // Drove annual double-digit revenue growth, achieving profit margins exceeding 50%.
- // Developed positive brand recognition of mediumbold by delivering innovative and strategic work, maintaining client relationships, and earning industry recognition.
- // Implemented methodology to ensure consistent and profitable project delivery.
- // Clients include PUMA, Keds, Tretorn, Harvard University, Harvard Business School, MIT, Dartmouth College, Children's Hospital Boston, Virgin Money, Fidelity Investments, Norwegian Cruise Lines, Massachusetts Port Authority (Massport), and other brand-conscious companies.

AWARDS & HONORS

Horizon Interactive Award 2009
Razorfish: Holiday Experience

Webby Honoree 2007
Harvard Business School: Working Knowledge

Webby Honoree 2006
Keds: Be Cool

How Interactive Design Award 2006
Harvard University Dining Services

MITX Award 2005
Harvard University Dining Services

MITX Award 2005
Children's Hospital Trust

MITX Finalist 2005
Keds: Be Cool

Communication Arts Webpick 2005
Keds: Be Cool

Adobe (Macromedia) Site of the Day 2005
Keds: Be Cool

How magazine Top Ten 2002
Evolution of Type (2001 Redesign)

High Five Award 1997
Evolution of Type

Adobe Flash Point Award 1997
Evolution of Type

Champion Papers Imagination Award 1994
Simply Grand Identity & Packaging

Design Director, November 1999 – February 2001

Razorfish | Boston, MA

Led creative group at the interactive agency's Boston office. Responsible for rapidly growing and providing leadership to the visual design team, contributing to the creation and dissemination of design process and methodology, assisting with business development and project resourcing, establishing and maintaining creative vision for projects, and ensuring high-quality creative deliverables and client satisfaction.

- // Introduced user experience methodology and processes to technology integration company, iCube following its merger with Razorfish.
- // Hired, trained, and provided leadership to a staff 35 visual designers.
- // Participated in business development activities resulting in business from clients such as Estée Lauder Companies, Channel, Astra Zenica, Dupont, and Highmark Bluecross / Blueshield.
- // Reviewed all new business proposals, approved project plans, and worked with resource managers to staff projects.
- // Provided creative oversight on all client engagements.
- // Among other client engagements, provided creative direction to team comprised of Razorfish and in-house designers in the delivery of Gloss.com, an online beauty product retailer sponsored by the Estée Lauder Companies, Channel, and Clarins.

Interface Design Director, June 1997 – November 1999

TSDesign (Acquired by Razorfish) | Boston, MA

Led creative group for design firm regarded as a user experience pioneer. Headed a team of designers in evaluating and improving the usability of applications and websites, designing and implementing new interactive products, and creating corporate identities and brand standards for organizations ranging from fortune 50 companies to start ups.

- // Contributed to the development of the company's User Experience Audit, the industry's first qualitative analysis tool for measuring a website or application's usability and effectiveness.
- // Participated in the development of a user-centered methodology that included quantitative and qualitative research, the development of user persona, and the creation of "intentional user experiences."
- // While primarily responsible for upholding the quality of the studio's user interface design, was also deeply involved in project strategy, information architecture, interaction design, and HTML development.
- // Participated in 3M's first global web strategy and led the design of its roll-out including global online visual systems standards, global and localized websites, "customer centers," and the brand's first ecommerce website.
- // Member of the Operations Committee, a core team that made financial and functional recommendations for the company.
- // Clients included 3M Corporation, Cendant Mortgage, Sallie Mae, Tuck School of Business at Dartmouth, Allim International, and Gomez Advisors.

PUBLICATIONS

Dynamic Graphics

Popularity Contest: Here's what it takes to win the youth vote online, 2007

Communication Arts Online Feature

mediumbold profile, 2006

Print Digital Design Annual

Harvard University Dining Services, 2005

Marketing Sherpa

How to Turn Your Print Ads Into a Truly Cool Microsite, 2005

Graphic Design USA

MINI and PUMA find common ground in design process, 2003

WebMonkey

Sizing up the Browser, 1999

Work featured in *Cutting Edge Web Design*, 1998

Work featured in *Adobe Magazine*, 1997

SPEAKING

Entrepreneurial Exchange

Rhode Island School of Design, 2003

Visualizing Ideas

Harvard University, 2001

Visual Systems Design

New England School of Art & Design, 2001

Life After RISD: Careers in New Media

Rhode Island School of Design, 2001

New Media in the New Millennium

Simmons College, 2000

Style Guides in the Design Process

(AIGA) Advance for Design, 1999

Pushing Pixels

Alfred University, 1999

Graphic Designer, February 1986 – May 1994

Jack Lenor Larsen, Inc | Dallas, TX / New York, NY

Sole in-house graphic designer for the New York-based textile design company. Was responsible for the conception, design, and production of the company's extensive collateral, marketing, and promotional materials.

- // Implemented and developed design standards for parent and subsidiary companies as well as comprehensive identity systems for individual collections.
- // Responsible for all promotional material from conception to production—packaging, catalogues, advertisements, promotional mailers, invitations, environmental graphics, etc.
- // Coordinated museum exhibitions as well as corporate and non-corporate events.

EDUCATION

Rhode Island School of Design Providence, Rhode Island

June 1997: Bachelors of Fine Arts, Graphic Design

Speos Photographic Institute Paris, France

Winter 1996: Photography

Haystack Mountain School of Craft Deer Isle, Maine

Summer 1994: Printmaking

Wade College Dallas, Texas

December 1985: Associates of Arts, Interior Design