Michael Brandt

STRATEGIC DESIGN & EXPERIENCE LEADERSHIP
Austin Texas | 512 810 2118 | me@mbrandt.com | mBrandt.com

EXECUTIVE PROFILE

Design and experience leader with 25+ years of experience translating complex challenges into thoughtful, actionable solutions. Combines design vision with strategic thinking, business understanding, and hands-on leadership to guide multidisciplinary teams from initial concept through execution. Builds trusted client relationships, brings clarity to ambiguity, and creates experiences that connect with people and deliver meaningful results.

LEADERSHIP STRENGTHS

Design Leadership • Experience Strategy • Creative Direction • Concept Development • Client Leadership • Multidisciplinary Team Building • Design Innovation • Business Strategy • Mentorship and Talent Development

EXPERIENCE

SVP Executive Creative Director **Jul 2021 – Mar 2026**
Razorfish | Austin Texas

- Led design, user experience, and experience strategy for the Citibank account at Razorfish, guiding multidisciplinary teams in creating customer-centered experiences and driving design innovation.
- Directed the redesign of Citi's credit card discovery, comparison, and product detail experiences, establishing a flexible, modular design system that unified the customer journey while supporting distinct product and partner brands.
- Led experience strategy and innovation for Citi Retail Services' servicing platform redesign, including an original conversational UI concept, guiding the vision from initial exploration through execution.
- Directed Citi.com's CRO design program, translating research and experimentation into measurable results, including 52% growth in incremental accounts and a 19% lift in conversion across redesigned card journeys.

Vice President Group Creative Director **Jan 2017 – Jul 2018**
T3 | Austin Texas

- Provided product design leadership for client work while strengthening the agency's internal user-centered design community.
- Directed experience and creative programs for brands including Pizza Hut, 7-Eleven, and The Home Depot.
- Supported client growth and talent development through hands-on senior leadership, design advocacy, and cross-discipline collaboration.

EXPERIENCE CONTINUED

Group Creative Director **Sep 2008 – Jan 2017**

Razorfish | Austin Texas

- Established and grew the Citi relationship into one of the agency's largest accounts, supporting year-over-year revenue growth and consistently strong client and team satisfaction.
- Led distributed, cross-discipline teams in translating business constraints into achievable digital strategies and customer experiences with measurable value.
- Created design systems and team practices that balanced innovation, usability, consistency, and operational realities across large-scale financial services products.
- Deepened senior client relationships by combining informed counsel, dependable delivery, and a clear understanding of organizational processes and capabilities.

President and Creative Director **Feb 2001 – Sep 2008**

mediumbold LLC | Boston Massachusetts

- Founded and led an interactive design studio delivering digital strategy, user experience, and visual design for organizations including PUMA, Keds, Tretorn, Harvard University, Harvard Business School, MIT, Dartmouth College, Children's Hospital Boston, Virgin Money, Fidelity Investments, and Norwegian Cruise Line.
- Set company vision and business strategy, driving sustained growth and industry recognition while remaining accountable for the quality of every client solution.

RECOGNITION

Co-Inventor | Citibank Digital Experience Patents **2022**

Named co-inventor on granted U.S. patents covering interactive data input and graphical user interface design, including US 11,270,063, US 11,893,340, and US D1,072,856.

Silver Stevie Award | Technical Innovation of the Year **2016**

Recognized in the American Business Awards for innovation at an organization with 1,000 or more employees.

BBA IFS Financial World Innovation Award | Digital Excellence **2015**

Recognized the Citi Fusion platform for an innovative use of technology that improved product accessibility and connected banking and retail functionality across devices.

Citi Digital Excellence Award **2015**

Recognized outstanding performance, leadership, and professionalism.

EDUCATION

Bachelor of Fine Arts Graphic Design **1997**

Rhode Island School of Design | Providence Rhode Island

Associate of Arts Interior Design **1985**

Wade College | Dallas Texas