



## MICHAEL REDDING : *Creative Direction*

strategy / user experience / visual design / leadership

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### PROFESSIONAL SUMMARY:

I'm a strategic creative leader focusing on digital platforms that include mobile, tablet, web, and multichannel branded storytelling. I'm hands-on with experience from both agency service and brand product side – which is a rare and valuable combination.

I'm a skilled manager and team leader with the ability to roll-up-my-sleeves, define, manage, and work within small and large budgets, drive the creative agenda at a strategic level, and deliver compelling propositions to the business. I ensure the team is at the forefront of innovative thinking when it comes to designing outstanding features, championing developments, inspiring new ideas across every aspect of the business, from experiences to developing end-to-end brand new engagements for a new generation of consumers and bringing the big idea to a new dimension and best-in-class user experience.

My wish is to combine my knowledge and expertise of consuming and creating memorable experiences to a startup company, major cross-media organization, or advertising firm in need of user experience and creative leadership.

### EXPERTISE:

- » Creative Direction & Visual Design
- » User Experience Strategy
- » Brand Development and Management
- » Video, Animation, & Motion Graphic Design
- » Information Architecture and Usability
- » Environment, Mobile, Tablet & Web Applications
- » Social Activation & Engagement Strategy
- » Photo/Video Direction

### PROFESSIONAL HISTORY:

#### Consulting

Creative Direction, Strategy, Visual Design, UX/UI, and Leadership

January 2014 – Present

I championed and managed end-to-end UX strategy, creative leadership, and design direction, to the following clients and agencies: **Credit Suisse**, **Consumer Reports**, **DeepFocus**, **SunTrust**, **Juice Generation**, **Nespresso**, **Nesquik**, **Infusion**, **Strawberry Frog**, and **Merlin Entertainments**.

#### Sotheby's

AVP Creative Director for Digital Services

March 2011 – January 2014

During my time at Sotheby's, I provided creative leadership, strategy, UX/UI direction, hiring, time scheduling, budgets, and design direction for Sotheby's digital services including environments, mobile, tablets, and web platforms.

I built and led the team devoted to re-imagining the catalogue greatness for delivery on the iPad which now publishes close to 400 global catalogues per year. [Watch the Sotheby's catalogue transformation success story](#)

Sothebys.com, BIDNOW—Live Online Bidding, and Preferred—Loyalty Program needed to be accessible on any device especially mobile. I spearheaded the user experience strategy, creative, design, and managed the team to a best-in-class experience.

Sotheby's value and expertise in the art marketplace wasn't clear or top-of-mind so I led strategy, creative, and digital design direction for a 360 branding campaign that led to successful sales year over Christie's.

#### Digitas

Creative Director

October 2009 – October 2010

As Creative Director at Digitas I managed creative teams, strategy, time scheduling, budgets, hiring and design direction. UX/UI direction, social strategy, for **American Express's** brands, specifically ZYNC, AE Delta, Open, and Daily Wish.

#### Consulting

Creative Strategy, UX, and Design Direction

September 2008 – 2009

I provided creative and design direction, and UX strategy to the following clients: **CableVision**, **HBO** and **Noir Fashion**.

#### Nintendo of America

Creative Director

September 2007 – September 2008

I spearheaded the creative leadership and design direction to Nintendo's Direct Consumer Communications group as well as advising current brands within Nintendo's portfolio of gaming products. Led creative and UX strategy and design direction for new digital initiatives including the **Wii Fit**, **I Play for Me**, **Mario Kart**, **Professor Layton** and the **Curious Village** and various expanded audience marketing campaigns



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## PROFESSIONAL HISTORY:

### Wunderman

Associate Creative Director

May 2006 – September 2007

As Associate Creative Director at one of the oldest and most respected Madison Avenue advertising agencies in New York, I provided creative and strategic thinking, art direction, while managing the information architecture and interactive design, front-end development, and brand strategy for the following client projects: **Chevron, Guinness, Hewlett-Packard, Johnny Walker, Microsoft, Nationwide, and Pfizer.**

### AOL

Sr. Art Director

August 2004 – April 2006

I was responsible for UX strategy execution and development, art direction, brand managing and development, monitored and supervised design and development teams for AOL's local search portal **City Guide**, and **Key Experience Group**.

### DivinePixels

Principal/Chief Designer

October 2002 – July 2004

I owned and managed boutique design agency specializing in interaction and motion graphic design. Clients and Projects included: **A&E Networks, ABC Sports, Bank of America, Sci Fi Channel, Ralph Lauren, FUSE, and JP Morgan.**

### Nickelodeon/ MTV Networks Online

Design Director

January 1999 – September 2002

I determined the look-and-feel of the entire Nickelodeon's (Nick.com) site plus **NickJr.com, NickatNite.com** and **TVLand.com**. Managed and directed a cast of talented creative designers to greatness. Established design parameters, user interface standards, style guides and visual standards as well as conceptualized, initiated and designed dynamic interactive features to increase site traffic. Established in-house production of on-air spots for site promotion, and was solely responsible for design and execution of promos.

### Marvel Comics

Art Director

January 1997 – December 1998

Art Directed, Managed, and Supervised exclusive Marvel Comics online website. Duties included managing team of designers, illustrator, colorist, programmers and animator's nation-wide. Made sure art and production deadlines were met for weekly schedule.

Aside from managing Marvel's website, I also Art Directed, Managed, and Supervised Marvel's weekly exclusive (AOL) Cyber-Comics which was recognized and shown on ABC's tech news as "beyond the comic".

## SKILLS:

- » Leadership
- » Management and Supervision
- » Brand Management
- » Strategy and Development
- » Mobile, Tablet, and Web Application
- » Customer, Client, Stackholder Relations
- » Staff Development and Monitoring
- » Information architecture and usability process
- » User Experience and Interaction design
- » Prototyping
- » Project Management
- » Creative & Design direction
- » Visual Design
- » Typography
- » Identity development and brand design

Solid understanding of front-end and back-end Internet technologies: Ajax, Action Script, HTML/HTML5/CSS, JavaScript, JQuery, Flash, Flex, CMS, SMS, XML, iOS Dev, Video , and SEO Standards

## EDUCATION:

**Pratt Institute**, Manhattan, New York  
Center for Continuing & Professional Studies  
Certificate in Animation and Video

**University of Florida**  
BFA in Photography

**Upright Citizens Brigade Theatre**  
Level Three

## AWARDS:

- » Favorite Website Awards
  - Mario Kart / May 2008
  - Advance Wars / Feb 2008
  - Professor Layton / Feb 2008
- » WEBBY AWARD / BEST TV SITE 2003
- » Silver / BDA 2001
- » Publish in Communication Arts as "Site of the week" / 2001
- » Bronze / BDA 2000
- » Gold / Society of Publication Designers 2000
- » Listed in "Flash site of the week" twice