

STRATEGIC DESIGN LEADERSHIP

MICHAEL BRANDT

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 digital experiences — transactional websites, mobile apps, microsites, and branding systems — during twenty plus years with agencies Razorfish, mediumbold, and TSDesign.

EXPERIENCE

Vice President, Group Creative Director

T3 | Austin, TX | January 2017 – Present

Provides product design leadership with a focus on client work and building an internal user-centered design community. Clients include Pizza Hut, 7-Eleven, and The Home Depot.

Group Creative Director

Razorfish | Austin, TX | September 2008 – January 2017

Provided creative leadership by building a culture of design excellence and developing innovative digital strategies. Established and nurtured the Citi account to become one of the agency's largest accounts with year over year revenue growth and consistently positive client and team satisfaction ratings by:

Defining vision—With a deep understanding of the business, turn constraints into opportunities that deliver measurable business value.

- // Lead cross-discipline teams to define strategies that are far reaching yet achievable.
- // Build understanding and excitement across the organization.

Driving innovation and design—Create a team culture of creative thinking and strategic design that produces innovative products that delight users while satisfying business requirements.

- // Breathe life into digital experiences by leveraging natural behaviors.
- // Establish design systems that emphasizes creativity while maintaining consistency.
- // Empower individuals to develop their unique capabilities through team collaboration and individual accountability.

Building relationships—Deepen and expand existing relationships by engaging in dialog and delivering consistent, high-quality work.

- // Maintain a burning desire to always be an informed and trusted advisor to clients.
- // Constantly strive to deepen knowledge of clients' processes and capabilities.
- // Identify opportunities to more effectively engage with customers while improving operational efficiencies.

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ONLINE PORTFOLIO

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LOCATION

4612 Oakmont Blvd.
Austin, TX

AWARDS & HONORS

Stevie Silver Award 2015

Citi Retail Services

bba/ifs Financial Innovation Award 2015

Citi Retail Services

Citi Digital Excellence Award 2015

Razorfish: Outstanding Performance & Leadership

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

President / Creative Director

mediumbold, Inc. | Boston, MA | February 2001 – September 2008

Founded and led an interactive design studio focused on 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 and industry recognition. Ultimately responsible for ensuring that all design solutions were conceived and developed to the highest standards. Clients included PUMA, Keds, Tretorn, Harvard University, Harvard Business School, MIT, Dartmouth College, Children's Hospital Boston, Virgin Money, Fidelity Investments, Norwegian Cruise Lines.

Design Director

Razorfish | Boston, MA | November 1999 – February 2001

Led the 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. Participated in business development and client engagement for companies such as Estée Lauder Companies, Channel, Clarins, Astra Zenica, Dupont, and Highmark Bluecross / Blueshield.

Interface Design Director

TSDesign | Boston, MA | June 1997 – November 1999

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 standard for organizations ranging from fortune 50 companies to start ups. 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.

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

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

Seize The Idea (Workshop)

Razorfish/Citi, Chicago, 2015

Global Digital Forum

Citi Office, New York, 2015

Fusion Roadshow

Regional Citi Corporate Offices, 2014

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