

michaelthomascreative+strategy

Creative professional focused on design, creative development, brand development, product strategy and user experience.

ACHIEVEMENTS

- team leadership and innovation role in design of Microsoft Reader user experience, look and feel, and brand
- lead role in re-branding AT&T Wireless marketing communications to create customer focus, worked with teams to translate brand vision into executable architecture for visual communication while elevating 'on brand' execution
- leadership role in branding and positioning Holland America Line. Insight into the creative brief challenge resulted in revised strategy and new brand marketing campaign focused on channel partners and travel agents
- developed product planning, brand architecture and marketing strategies for TillmanThompson Homes, a small scale homebuilder in South Puget Sound. Sales velocity in Phase I was double that of similar competing offerings
- lead role in development and execution of I Will Vote, a pro bono campaign to leverage interest and intention for voting into engagement and action that earned over 29 million views / uses. A collaboration with COLLINS NYC. See <https://iwillvotenow.org>
- attained Executive MBA degree from University of Washington Foster School of Business focused on strategy and business planning for start-up, early stage and intrapreneurial ventures

EXPERIENCE

Creative Director / Art Director / Strategist Michael Thomas Creative, Seattle 1989 to present

Creative services and strategy in print and digital experience design; brand stewardship and thought leadership. Responsible for creative development and execution for clients with local, regional, national and international presence. Team leader. Primary point of contact for project management. Point of contact for suppliers and client vendors. Develops creative briefs and manages budgets, timelines and deliverables.

Client list: Microsoft, I Will Vote, Brandhammer (Kenworth, The Puyallup), Think New Ideas (HP and Hyperion), Wasserman + Partners (Blackcomb, Intrawest, BC Produce, BC Salmon, and Chevron), cf2gs (California State AAA, USBank), Matthaeus Halverson (Horizon Air, Windstar, Virtual i-O, and Alerton), BBDO Vancouver (BCTel and the Vancouver Province), and others.

Senior UX Designer (contract) Produxs, Seattle June 2011-August 2012

Lead user experience design for clients Microsoft and Amazon. Exploration and enhancement from flow diagrams through wire-frame and visual design. Projects include download enhancements for MSDN and Kindle Customer Care Center.

Senior Art Director WhiteRunkle, Seattle 2001 - 2002

Lead art direction and design on AT&T re-branding. Created design guidelines for marketing communications, including planning and evolution of customer touchpoints. Developed storytelling focus for visual and written brand communication. Directed charette for store architecture and touchpoints that provided a framework for design and execution of a system-wide, modular, store refresh program. Developed brand elements and guidelines. Led focus sessions and wrote creative briefs. Developed research on best practices for marketing communication.

Senior Designer, User Experience and Brand Microsoft, Redmond 1999 - 2000

Created breakthrough experience design, user interface and brand identity for Microsoft Reader. Lead contributor in design implementation with team including typography, development, and eBooks store implementation. Assignment included strategy, brand identity and interactive design.

Senior Art Director

ElginDDB, Seattle

2000

Concepting, art direction and design of a breakthrough campaign directed to decision influencers of prospects seeking cruise recommendations. Insight into the marketing and sales challenge resulted in a brand campaign focused on travel agents and trade.

Art Director / Designer / Partner

Cybertoys, Seattle

1994 - 1998

Design and art direction on 'The White House is Our House': a project for the White House Historical Association in QuickTimeVR. Launched the first QuickTime tour of the White House. Design and user experience for LEGO/Dacta Educational products.

EDUCATION

University of Washington Michael G. Foster School of Business
MBA 2009 3.51 GPA

University of Washington Business School
Certificate 2005, Executive Development Program (formerly The Management Program)

School of Visual Concepts
Professional development course in advertising creative 1995,1998

Parsons School of Design
1980-81

HONORS AND AWARDS

Graphis Poster
The Seattle Show
Telly Awards
AAF Halo Awards
Lurzer's Archive
The Northwest Addy Awards
Typographers International
Creativity
Art Directors Club of Denver
Denver Advertising Federation Alfies

ADDITIONAL SKILLS

Adobe CS (Photoshop, Illustrator, InDesign, Dreamweaver)
Microsoft Office (Word, Excel, PowerPoint, including graphical data modeling; segmentation, targeting and positioning)
Active experience creating HTML and CSS
Working knowledge of Javascript, Ajax, jQuery
Highly effective organizational skills
Highly effective people skills; mentoring and emergent learning focus
Highly effective communication skills, (6 month communication skills training, 2010)
Effective cross-functional leadership and execution

REFERENCES

Available on request