

michaelthomascreative+strategy

Creative professional focused on creative development, marketing and brand development, strategy and brand planning.

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 after their spin-off from corporate, worked with teams to translate brand objectives into frameworks for visual communication while keeping execution 'on brand'
- leadership role on branding and positioning Holland America Line. Insight into the creative brief challenge resulted in revised strategy and new brand marketing campaign focused on travel agents
- lead role in successful defense of Kenworth account for their agency of record
- re-positioned and branded Alpha Cine as a national resource of choice for independent and digital filmmakers
- developed product planning, brand 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
- 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

Michael Thomas Creative, Seattle 1989 to present
Creative Direction / Art Direction / Strategy

Creative services and creative 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: 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), JayRay and others.

WhiteRunkle, Seattle 2001 - 2002
Senior Art Director

Lead design of key creative components on AT&T Wireless re-branding. Created design guidelines and best practices for marketing communications, including planning and evolution of customer touchpoints. Lead storytelling focus for visual and written brand communication. Directed charette for store architecture and touchpoints that created a framework for design and execution of a system-wide, modular, store refresh program. Developed brand imagery, typography, color, language and implementation guidelines for packaging, collateral and marketing communications. Facilitated white board focus sessions with client and agency and wrote creative briefs. Developed criteria and test materials for research on best practices for marketing communication.

ElginDDB, Seattle 2000
Art Director

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.

Microsoft, Redmond 1999 - 2000
Creative Lead, User Experience and Brand

Created breakthrough innovative experience design, look and feel, 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.

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 of HTML and CSS
Working knowledge of Javascript, Flash, Ajax, JQuery
Experienced social networker; active on Facebook and Twitter
Excellent organizational skills
Excellent people skills; mentoring and emergent learning focus
Highly effective communication skills, with communication skills training
Effective cross-functional leadership and execution

REFERENCES

Available on request