



# MICHAEL REDDING : AN ACCOMPLISHED CREATIVE WITH EXPERTISE IN BRAND, PRODUCT, MARKETING, and DESIGN

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## PROFESSIONAL SUMMARY:

I'm a strategic creative leader focused on Brand, Product, and Marketing, as well as UX & Visual Design, and Web 2/3. I'm hands-on with experience from both agency service and brand product side – which is a rare and valuable combination. 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 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 Leadership
- » Digital Media
- » Social Media Platforms
- » Product Development
- » User Experience Strategy
- » Product Development
- » Team Building/Mentoring
- » Stakeholder Management
- » Brand Strategy
- » Marketing Design
- » Creative Presentation
- » Product Pitching

## PROFESSIONAL HISTORY:

### Consulting for Brand, Product, Marketing, and Design - New York

*Creative Lead, 2022 – Present*

Thinking, Strategizing, and Creating for Brands, Experiences, Products, Marketing, UX-UI, Design, and Web 2/3

### SiP & Nibble - Mexico City

*Chief Creative and Marketing Officer, 2020 - 2022*

During my career break travels, I was in Mexico City when COVID broke and I made the decision not to return to New York City. Instead, I stayed and partnered with a talented Le Cordon Bleu culinary chef to start a ghost kitchen. We developed many recipes and I would brand, design, and market our tasty creations.

### Travel "Career" Break: Mexico and South America - 2019 -2020

### Shift7 Digital - New York/Chicago

*VP, Experience Design, 2018– 2019*

Led designers and client engagements with the world's leading B2B manufacturers to build best-in-class digital experiences.

### Infusion Digital Agency - New York

*Creative Director for Experience Strategy and Design, 2017 – 2018*

My role as creative lead was to provides laser focus on delivering the vision of our work through tight design, development and client collaboration. Ensuring we deliver a quality end result.

### Deep Focus - New York

*Creative Director for UX strategy, Design Direction, Social Strategy, 2015 – 2017*

As Creative Director I was charged with executing UX/UI strategy, design direction, social strategy, team building, inspiring new ideas, and thought leadership. Clients include Nespresso, Nesquik, and Tombstone.

### Consumer Reports - New York

*Creative Consultant for Design, and UX UI, 2014 – 2015*

As a consultant, I led various product initiatives: defining experience strategies, articulating project plans, and stakeholder management.

### Sotheby's - New York

*VP Creative Director for Digital Services, 2011 – 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.

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.



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### PROFESSIONAL HISTORY:

#### Digitas - New York

*Creative Director, 2009 – 2011*

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.**

#### CableVision and HBO - New York

*Creative Strategy, UX, and Design Direction, 2008 – 2009*

Helping CableVision and HBO dream up and build a universal, accessible and beautiful Design System

#### Nintendo of America - New York/Redmond, WA

*Creative Director, 2007 – 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.

#### Wunderman - New York

*Associate Creative Director, 2006 – 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 - New York/Dulles, VA

*Sr. Art Director, 2004 – 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 - New York

*Principal/Chief Designer, 2002 – 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 - New York

*Design Director, 1999 – 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 - New York

*Art Director, 1997 – 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.

### EDUCATION:

**University of Florida, BFA in Photography**

**Upright Citizens Brigade Theatre: Level Four**