

# Michael Marandola

Creative Director, UX/UI Designer/Developer



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## Profile

Being a seasoned creative director and UX/UI Designer/Developer, I am able to expertly work with clients, manage associates and lead organizations. I am driven by design, creating extraordinary marketing collateral, websites and brand identities for my intended audiences.

With over 15 years of professional experience in agency, financial, business & technology-driven environments, I have a well-rounded background that allows me to bring new ideas and a unique creative strategy to any project or campaign I work on.

## Experience

### Pixels 360 Feb 2018 - Present

Creative Director / Visual Design

**Details** - I lead and manage the digital design team in a creative agency environment. I am responsible for the direction, design and UX of all our client's websites, landing pages, web and mobile apps, social media and lead generation creative. My duties as part of my position include:

- { Management and mentor a team of designers and project managers
- { Project and client management
- { Create and maintain UI design systems
- { Oversee and hands-on wire-framing and interactive prototyping
- { Act as liaison between creative and development teams

### Achievements

- { Maintain tight deadlines in a fast paced environment with high quality results
- { Help grow digital design revenue steam, team and client base

### RSW Advertising / FMeX Nov 2014 - Feb 2018

Creative Director + Web Developer

**Details** - During my role as Creative Director, I was responsible for the visual identity and messaging of RSW Advertising and its clients including Financial Media Exchange (FMeX), with a concentration in website and application development. My duties include:

- { Design and develop fully responsive websites & web applications
- { Design and manage content creation including imagery for articles, social media, digital and print newsletters
- { Conceptualize and execute creative marketing campaigns including social media outreach, landing pages, brochures, postcards and flyers
- { Conceptualize and execute branding strategy for agency clients
- { Manage a department of 5 designers and developers

### Achievements

- { Key leadership role and startup experience managing and contributing to marketing, software/product development, and business development
- { Instrumental in building all web projects including the Financial Media Exchange web app (UX/UI and front end development)

### DST Customer Communications Jan 2013 - Nov 2014

Web Designer + Front End Developer

**Details** - During my role at DST my duties included:

- { Design and develop websites, landing pages and HTML emails with current web standards (CSS3, HTML 5, jQuery, JavaScript, Responsive design principles)
- { Conceptualized and create branding collateral for internal and external clients including logos, business cards, brochures, PowerPoint presentations, proposals and sales sheets

## Education

### BFA - Electronic Imaging / Digital Media May 2006

University of Massachusetts, Dartmouth

### Achievements

- { Dean's List
- { Senior Class Treasurer
- { Sigma Tau Gamma Fraternity, Epsilon Kappa Chapter
- { Vice President of Membership
- { Vice President of Finance

## Skills

### Soft Skills

- { Creative & Art Direction
- { Team Management
- { Client Relations
- { Project Management
- { Customer Service
- { Strategic Planning
- { Startup & Corporation Work Experience

### Technical Skills

- { UX / UI Design
- { Visual Design
- { Front-End Web Development
- { Product Design & Development
- { Responsive Web Design
- { Graphic Design
- { Production Design
- { 2D / 3D Animation
- { Video Editing & Production
- { AWS / Web Server Management
- { Google Analytics & AdWords
- { Database Administration

### Software & Programming

Adobe Xd	Figma	Photoshop	Illustrator
InDesign	Premiere	After Effects	Zeplin
LightWave 3D	Maya	MS Office	MAMP
Sublime Text	Git Repository	Version Control	Grunt / RSync
HTML 5	CSS 3	SASS/Bourbon	PHP / MySQL
JavaScript	jQuery	Ajax	React