Michael Marandola

Creative Director | UX/UI Design | Brand Strategy | Front-End Development

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PROFESSIONAL SUMMARY

Creative Director and UX/UI Designer with 20+ years of experience delivering brand strategy, digital product design, and front-end development across agency, fintech, and enterprise environments. Proven track record leading cross-functional design teams, managing end-to-end UX processes (wireframing, prototyping, design systems), and aligning creative execution with business objectives. Expert in Figma, Adobe Creative Suite, Front-End Development and Gen AI. Adept at stakeholder management, design ops, and driving measurable engagement through intuitive, accessible digital experiences.

PROFESSIONAL EXPERIENCE

Pixels 360

Creative Director
February 2018 – Present

Currently leading the design team at a full-service creative agency, overseeing UX/UI and visual direction across a broad range of channels and formats.

- Direct end-to-end UX/UI design and branding initiatives for key clients including Omnissa and VMware, spanning wireframing, prototyping, design systems, and visual design for web and mobile
- Serve as the primary client liaison and project manager across multiple concurrent accounts, managing timelines, deliverables, and stakeholder expectations
- Mentor and manage designers while serving as the key liaison between design and development, ensuring creative integrity from concept through implementation
- Drove agency growth through new client acquisition, team expansion from 2 to 5 designers and a PM, and increased digital revenue
- Built and evolved Omnissa's brand identity and design system across web, digital, and print from market launch through growth

RSW Advertising & FMeX (Financial Media Exchange)

Creative Director & Web Developer
November 2014 – February 2018

Led brand, digital product, and marketing creative for RSW Advertising and its sister company Financial Media Exchange, managing a cross-functional team of five.

- Directed UX/UI design and front-end development for the FMeX platform, a fintech web application, from initial concept through launch and growth phases
- Developed and maintained responsive websites, digital products, and multi-channel marketing campaigns spanning web, email, and social media
- Oversaw branding, campaign creative, and visual identity systems across both agencies, contributing to marketing strategy and business development initiatives

DST Customer Communications

Web Designer & Front-End Developer
January 2013 – November 2014

Designed and developed websites, landing pages, and HTML email campaigns using modern web standards. Created and managed digital content across web, social, and email channels.

- Built responsive web experiences using HTML5, CSS3, JavaScript, and jQuery
- Produced print collateral including brochures, presentations, and sales materials for internal and external clients
- Honored with Principles of Excellence Awards for accountability and customer-centricity
- Consistently delivered high-quality work on deadline in a fast-paced agency environment

SKILLS

Leadership & Strategy: Creative Direction, Art Direction, Team Management, Client Relations, Project Management, Strategic Planning, Brand Strategy, Stakeholder Management, Campaign Management

Design: UX/UI Design, Visual Design, Product Design, Responsive Web Design, Graphic Design, Wireframing, Prototyping, Design Systems, 2D/3D Animation, Video Editing and Production

Development: HTML5, CSS3, SASS/Bourbon, JavaScript, jQuery, Ajax, React, Node.js, PHP/MySQL, Responsive Web Design, Git/Version Control, Web Server Management, MAMP

Software: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere, Adobe After Effects, Zeplin, Lightwave 3D, Maya, MS Office, VS Code

Digital Marketing: Google Analytics, Google AdWords, Digital Advertising, Social Media, Lead Generation, Email Marketing, Multi-Channel Campaigns

Other: Gen AI / Prompt Engineering, Claude, Claude Code, ChatGPT, Startup and Enterprise Experience

EDUCATION

University of Massachusetts Dartmouth

BFA – Electronic Imaging / Digital Media
May 2006

- Dean's List
- Senior Class Treasurer

Interaction Design Foundation

UX/Design Certifications – User Experience, Design Thinking, Human-Computer Interaction
2019 – Present

- Top 10% Course Taker
- Assiduous Learner Award
- Local Group Member

Google

Google AI Essentials Certificate
July 2025