



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 of Visual Design

February 2018 – Present

Lead 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 process including wireframing, prototyping, design systems, and visual design for web and mobile platforms
- Spearhead branding initiatives for key clients
- Serve as primary client liaison and project manager, managing timelines, deliverables, and stakeholder expectations across multiple concurrent accounts
- 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 consistent delivery of high-quality creative work, contributing to new client acquisition, team expansion from 2-5 designers and PM, and increased digital revenue across accounts

RSW Advertising & FMeX (Financial Media Exchange)

Creative Director & Web Developer

November 2014 – February 2018

Led branding, messaging, and product development for RSW Advertising and its sister company Financial Media Exchange while managing a cross-functional team of five designers and developers.

- 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
- Held key leadership role spanning product design, marketing strategy, and business development initiatives
- Oversaw branding, campaign creative, and visual identity systems across both agencies

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
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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