

MICHAEL REDDING

66 Rivington Street #20 New York, New York 10002
917.699.6035 • michael@michaelredding.com • www.michaelredding.com

PROFESSIONAL SUMMARY: Senior Creative with experience developing award-winning design solutions for top media companies, including **Nintendo, AOL, A&E Networks, Nickelodeon** and **Marvel Comics**. Skilled manager and presenter with the ability to develop, pitch and sell ideas, drives revenue and increase consumer awareness. Seeking to contribute creative expertise to a major crossmedia organization in need of a brand steward.

EXPERTISE:

- » Interaction Design
- » Animation, Motion Graphic Design
- » Creative strategy and execution
- » Brand Development and Management
- » Information Architecture and Usability

PROFESSIONAL HISTORY:

Consulting

Design and Direction

September 2008 – Present

Providing creative leadership and design direction to the following clients: **CableVision, Noir Jewelry,** and **Wunderman**.

Nintendo of America

Creative Director

September 2007 – September 2008

Provided 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. Leads creative and design direction for new digital initiatives including the **Wi Fit, I Play for Me, Mario Kart, Professor Layton and the Curious Village** and various expanded audience marketing campaigns

Wunderman

Associate Creative Director

May 2006 – September 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

Sr. Art Director

August 2004 – April 2006

I'm was responsible for visual strategy execution and development, art direction, brand managing and development, mentored and supervised design and development teams for AOL's local search portal **City Guide,** and **Key Experience Group**.

DivinePixels

Principal/Chief Designer

October 2002 – July 2004

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

Design Director

September 2000 – September 2002

Determined the look-and-feel of the entire Nickelodeon's (Nick.com) site. Managed and directed design team of 8. Established design parameters, user interface standards, style guides and visual standards

MICHAEL REDDING

66 Rivington Street #20 New York, New York 10002
917.699.6035 • michael@michaelredding.com • www.michaelredding.com

PROFESSIONAL HISTORY: 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.

Results: Nick.com became the number #1 kids destination (Media Metrix). and received numerous awards such as WEBBY AWARD / BEST TV SITE 2003, Gold/ Society of Publication Designers, Bronze/ BDA 2000, Silver/ BDA 2001, and Publish in Communication Arts as "Site of the week" / 2001.

MTV Networks Online

Art Director January 1999 – September 2000

Provided art direction, supervised design team of fifteen, and determined the look-and-feel for **Nick.com**, **NickJr.com**, **NickatNite.com** and **TVLand.com** in coordination with VP of Creative and brand guidelines

Marvel Comics

Art Director January 1997 – December 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.

Aside from managing Marvel's website, I also Art Directed, Managed, and Supervised Marvel's weekly exclusive (AOL) Cyber-Comics which was recognized and shown on ABC's tech news as "beyond the comic".

- SKILLS:**
- » Art/Creative/Design direction
 - » Brand Management
 - » Customer/Client Relations
 - » Interactive design
 - » Information architecture and usability process
 - » Identity development and design
 - » Motion Graphics
 - » Project management
 - » Typography
 - » Staff Development and mentoring
 - » Management and Supervision
 - » Strategy and Development
 - » 3d Modeling

Solid understanding of front-end and back-end Internet technologies: Ajax, Action Script, HTML/ DHTML/CSS, JavaScript, JQuery, Flash, Flex, CMS, SMS, XML, Video , and SEO Standards

Broadcast knowledge includes editing/compositing, 3d modeling, Quicktime and digital story boarding.

EDUCATION: **Pratt Institute**, Manhattan, New York
Center for Continuing & Professional Studies
Certificate in Animation and Video - 2002

University of Florida
BFA in Photography, 1990

- AWARDS:**
- » Favorite Website Awards
 - Mario Kart / May 2008
 - Advance Wars / Feb 2008
 - Professor Layton / Feb 2008
 - » WEBBY AWARD / BEST TV SITE 2003
 - » Silver / BDA 2001
 - » Publish in Communication Arts as "Site of the week" / 2001
 - » Bronze / BDA 2000
 - » Gold / Society of Publication Designers 2000
 - » Listed in "Flash site of the week" twice