

MIKE RAY DESIGN

SKILLS

Creative direction
Brand strategy
Art direction
Graphic design
Typography
Illustration
Digital media
Copywriting
Photo retouching
Model casting
Video art direction
Photo & video editing
Social media strategy
UX design
Presentations/pitches
Career coaching

SOFTWARE

Photoshop CS
InDesign CS
Illustrator CS
After Effects CS
Figma
Sketch
WordPress

INTERESTS

Bucks County, PA
Jill Scott
The Whitney
Still Processing
Crete
Food52
The Cheese Monkeys
Poker
Ashley C. Ford

EDUCATION

University of Florida
College of Fine Arts
School of Art + Art History
BFA in Graphic Design

Temple University
Tyler School of Art
& Architecture
MFA Candidate 2024

CONTACT

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PORTFOLIO

mikeraydesign.com

SUMMARY

Creative Director with over twenty years of experience in creative strategy and production, focused on innovative digital and experiential design for brands and clients across a spectrum of industries, including fashion, real estate and higher education. Holistic experience in art directing photography and video, from early concepts through final production and marketing execution. Passionate about sincere story telling through beautiful images, curated content and meticulous typography. Proud to grow, inspire and mentor diverse, collaborative design teams by leading with intrinsic empathy and logic, building an inclusive workflow and an empowered workforce.

EXPERIENCE

Freelance Creative Consultant/Director

Ongoing engagements | July 2002 – present

- Create innovative and integrated design including brand identity systems, campaigns, websites and digital marketing
- Concept and pitch photo shoots, strategic content creation and cohesive marketing plans for an array of brand verticals
- Collaborate with internal teams to develop digital-first creative strategies through an editorial lens
- Clients include Asprey, Black Shed, Columbia University, Compass, Draper James, Gopuff, South Coast Plaza

Graduate Assistant, Tyler School of Art & Architecture

Philadelphia, PA | September 2022 – present

- Create internal and external branding and promotional materials for the Office of Marketing and Communications
- Develop consistent templates, manage workflow of fellow designers and create an efficient design system

Creative Director, Brooks Brothers

New York, NY | August 2017 – September 2020

- Communicated the rich brand story via compelling content across all brand touch points with a digital first approach
- Elevated the brand visuals, created a cohesive aesthetic between website, digital media, retail stores and social presence
- Concepted seasonal photo shoots, captured key product stories in innovative ways while staying true to brand heritage
- Managed, built and inspired design team to operate as internal creative agency, led all print and digital media
- Oversaw internal photo studio, produced high volume e-commerce and still life photography at exceptional quality

Senior Art Director, Tory Burch

New York, NY | November 2010 – August 2017

- Lead the digital creative strategy and execution for the brand site experience and corresponding marketing campaigns
- Created an innovative, mobile friendly website that elegantly married content and commerce
- Art directed editorial photo shoots to supplement seasonal campaign photography
- Managed design team and creative process, lead collaborative brainstorm, ensured timely handoff of deliverables
- Created immersive experiential coverage of seasonal fashion shows

Senior Art Director, Adam Lippes

New York, NY | August 2008 – October 2010

- Worked directly with the Creative Director/Designer to execute his artistic vision for the brand
- Art directed and produced photo shoots; oversaw model casting, hair/makeup, styling, film editing and retouching
- Managed print and digital creative from concept to production; maintained schedules, budgets and pre-production
- Created brand identity, look books, invitations, press kits, advertising, packaging, website, emails and social presence

Art Director/Associate Art Director, Brooks Brothers

New York, NY | May 2003 – August 2008 | Marketing & E-commerce

- Managed design team, overseeing all branding, advertising and printed collateral, developed consistent visual language
- Oversaw projects from original concepts to production; maintained schedules, budgets and pre-press
- Designed online identities and created fluid e-commerce solutions, interactive style guides and effective digital media

Senior Designer/Designer, Deutsch Advertising

New York, NY | July 2000 – May 2003

- Designed engaging interactive experiences and design templates for a variety of websites and digital media
- Developed concepts; prepared design templates for production, effectively translated print and television media online
- Clients included Almay, Revlon, MCI, Snapple, Tommy Hilfiger, Pfizer and Starwood