

MICHELLE LAYNE LAWSON

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mlaynelawson.com

PROFILE

Extensive experience in multi-platform digital design and branding

EDUCATION

M.S. Communications Design
Pratt Institute, New York

B.A. English
Gettysburg College, PA

TECH KNOWLEDGE

Sketch
Adobe Creative Suite (all inclusive)
Invision
Principle
Keynote
Zeplin
Photo shoot production

AWARDS & NOMINATIONS

Emmy Award*
Best Interactive Program (SHO Sync)
CTAM Award** (SHO Sync)
Broadcast Design Award **

*Nominated

**Won

EXPERIENCE

Digital Design Director, Freelance | 2013-Present

Clients & Agencies: Google Creative Lab, Sapient Razorfish, Publicis, AKQA, AMC Networks, Showtime Networks, Ogilvy & Mather, Scholastic, Imaginary Forces, Radical Media, and more.

- * Acts as a creative lead across various project types such as product, UI, UX, experiential, visual and branding design.
- * Specific focus on designing and developing full scale digital experiences for desktop, tablet and mobile (web, iOS and Android).
- * Additional responsibilities and job functions include collaborating with development teams, creating user experience flows and sketches, reviewing prototypes, and presenting conceptual designs to clients and stakeholders.

Senior Art Director, Digital | 2010-2013

Showtime Networks New York, NY

- * Conceived and created UX design solutions for premium network brands.
- * Worked with digital marketing teams to develop tactics that drove tune-in and increased viewership.
- * Extended brand look and feel across various digital platforms (mobile, social, iTV and social media).
- * Presented work to internal teams and contributed to brainstorming sessions and creative reviews. Partnered with copywriters to ensure that visual presentations and messaging were on target.
- * Prepared wireframes in collaboration with front-end development teams.
- * Directed the design of external teams and 3rd party vendors.
- * Worked with producers to ensure successful delivery of the final product.
- * Hired and managed freelance designers and art directors.

Senior Art Director | 2008-2010

Mirrorball LLC, New York, NY

- * Managed talent pool: in-house/freelance graphic designers and artists.
- * Defined overall aesthetics of social media networks, interactive, video and printed collateral.
- * Maintained budgets.
- * Oversaw production of all creative deliverables.
- * Hired and managed 3rd party resources such as designers, artists, photographers, and videographers.

Art Director | 2005-2008

Agent 16 New York, NY

- * Art directed and designed print, interactive and direct marketing pieces.
- * Oversaw the work of junior designers. Art directed photo shoots.
- * Presented new concepts/strategies both internally and externally.
- * Sourced vendors, selected photographers, illustrators and talent.