



MICHAEL LESER

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I am an award winning creative lead, specializing in mobile-first, consumer engagement experiences. For the last four years I have led a team of designers and copywriters to develop new marketing and UX solutions for the nation's top brands.

AWARDS

ZEHNDER'S SNOWFEST STATE SNOW CARVING COMPETITION

2019 First Place

COMMUNICATOR AWARDS

2017 Award of Excellence - Marketing Effectiveness

COMMUNICATOR AWARDS

2011 Creative Excellence Winner

SKILLS & TOOLS

ADOBE CREATIVE SUITE

- + Photoshop
- + Illustrator
- + XD
- + InDesign

INVISION PROTOTYPING

SKETCH

FIGMA

AXURE

ATLASSIAN JIRA

MICROSOFT POWERPOINT

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR/UX SPECIALIST

2017 - PRESENT

Merkle Inc.

- + Played key role in growing a major brand's investment by 10x in revenue
- + Built dedicated creative team of designers and copywriters to fulfill new client investment by establishing the team structure, hiring requirements, and delivery processes
- + Lead team members while overseeing and approving all creative direction and decision making, leading to multiple team member promotions
- + Showcased thought-leadership by presenting and implementing unified visual direction across multiple mobile applications and marketing channels leading to 300% increase in MAUs
- + Researched, brainstormed, wireframed and designed initial UX and creative requirements for key loyalty programs reaching millions of monthly active users
- + Collaborated across multidisciplinary teams and ensure buy-in and enthusiasm for all stakeholders by restructuring the intake, creative review, and presentation processes
- + Embraced Agile methodology to increase creative team operational efficiency and quality by creating tools to observe future bandwidth issues and reassign work accordingly

SR. ART DIRECTOR

2014 - 2017

Merkle Inc.

- + Partner with Sales and Strategy teams to develop overall campaign vision, visual concepts and user experiences
- + Serve as main creative contact for key strategic and emerging clients
- + Lead creative and development teams in the creation of multi-million dollar interactive marketing campaigns and mobile applications

ART DIRECTOR

2012 - 2015

Merkle Inc.

- + Assisted Sales and Strategy teams to develop visual concepts and user experiences
- + Lead creative and development teams in the creation of multi-million dollar interactive marketing campaigns and mobile applications

GRAPHIC DESIGNER

2009 - 2012

Merkle Inc.

- + Worked with creative and development teams in the creation of interactive marketing campaigns and mobile applications

ASSOCIATE GRAPHIC DESIGNER

2007 - 2009

Merkle Inc.

- + Supported the Art Director and/or Designer in the development of interactive marketing campaigns and mobile applications

EDUCATION

COLLEGE FOR CREATIVE STUDIES

1998 - 2005

Detroit, Michigan

- + Studied Print/Interactive Design and Fine Art