



## michael ortlieb . creative director . instructor

There are many people who can design. There are many people who know HTML/CSS inside and out. There are many people who can manage projects without causing ulcers. But there are very few people who have the years and breadth of experience to be competent at all three disciplines and understand how all these pieces fit together. That's the special talent I believe I can bring to your organization — along with a sense of humor, a well-practiced ability to communicate, and a desire to see every job done on time, on budget, and right on the strategic mark.

### relevant skills

**Operating systems:** Mac, Windows

**Languages:** HTML/CSS, SCSS, PHP (basic), Javascript (basic), jQuery (intermediate)

**Frameworks:** Wordpress, NationBuilder, Zurb Foundation, Twitter Bootstrap

**Applications:** Adobe Creative Suite: AfterEffects, Animate, Illustrator, InDesign, Photoshop; Office

### professional experience

#### Creative Director, mo.create

Multidisciplinary design studio. Seattle, WA. 7/13 – 7/16. Chicago, IL. 8/16 - present.

- User-centered design experiences, with a communicative, collaborative, and transparent process — from the first conversation to post-launch

#### Creative Director, LiquidPlanner

SaaS project management software company. Seattle, WA. 12/13 – 8/16.

- A hands-on multidisciplinary design role, serving marketing and product teams to promote and develop a predictive SaaS project management solution
- Collaborated with stakeholders, marketing and sales groups to redesign and build corporate website
- Created updated brand identity and style guide, and directed integration with app, website, email marketing, print collateral, sales presentations and environmental display
- Design, buildout and integration of site campaigns via website, landing pages, social media and online advertising to promote trial activations
- Project-managed contract designers and developers as needed to meet deliverable schedules
- Designed and illustrated eBooks, spot graphics and infographics to support blog and social media

#### Instructor, School of Visual Concepts

Art and design school. Seattle, WA. 8/08 – 6/16

- Taught introductory and intermediate level classes in HTML and CSS. Sessions met over a five-week period, averaging 12-16 students in each session
- Developed curriculum and collaborated and synced with other instructors to scope classes
- Maintained class website and individual followup with students between sessions

#### Senior Advertising Designer, IMDb.com (an Amazon.com subsidiary)

Entertainment website. Seattle, WA. 5/12 – 6/13.

- Brainstormed, designed and built high-impact, rich media campaigns for entertainment and non-endemic clientele, from initial kickoff call with client to post-live maintenance
- Collaborated with editorial team to maximize traffic and revenue potential via cross-site campaigns with Amazon
- Project-managed ad product template launches. Built fully-rendered test ads for each ad product, collaborated with developers to scope upgrades, and worked with ad traffickers and QA to ensure a bulletproof rollout. Generated documentation and templates for end users
- Initiated, developed and presented a sales research project to optimize workflow between sales, design, and ad operations teams
- Trained Amazon.com advertising designers in introductory Javascript and intermediate HTML5 and CSS3. Coordinated curriculum with stakeholders and follow-up with students. Sessions were recorded for rollout to East Coast and international teams
- Engaged with marketing and Celtra mobile toolset teams to successfully launch mobile advertising products and executions for the Kindle Fire, Kindle Fire HD and iPad. Built internal mobile and tablet specifications site as a reference and training guide for new designers

continued



## professional experience . continued

### Advertising Design Manager, IMDb.com

Entertainment website. Seattle, WA. 12/10 – 5/12.

- Led a team of designers to execute high-impact rich media campaigns for entertainment and non-endemic clientele, with aggressive turnaround
- Optimized ad product development processes to greatly reduce technical time spent on ads, and reduced time spent on production schedules by an average of 40%
- Managed production scheduling, and met regularly with stakeholders to gauge upcoming projects and staff accordingly
- Served as primary contact for sales, account managers, traffickers, and internal marketing and editorial teams
- Managed and hired contractors during critical busy season
- Worked with internal teams to execute new advertising products
- Completed Amazon Leadership Development in Coaching for Development, Effective Management Practices
- Worked with sales to bring a first “official website” execution on IMDb.com, for Relativity Media’s “The Raven”
- Designed and built a dynamic portfolio library, enabling sales to generate customized client samples

### Advertising Design Team Lead, IMDb.com

Entertainment website. Seattle, WA. 5/09 – 12/10

- Managed workflows for five designers, including creative staff meetings, individual 1:1s, monthly reports, optimizing project queue and resources
- Primary contact person and coordinator for editorial, advertising, leadership and technical teams
- Hired and trained contractors and negotiated ramp-up as needed
- Modernized backup systems, updated technical specifications for creatives and site UI projects
- Regular client, Account Executive and Account Manager contact to ensure timely release of creative
- Worked with internal marketing and development teams to bring mobile, iOS and Android ad products to IMDb

### Senior UI Designer, IMDb.com

Entertainment website. Seattle, WA. 5/08 – 5/09

- Created streaming rich media advertisements and custom promotional microsites for a variety of entertainment and non-endemic clientele
- Designed comprehensive feature sites, including special sections for Oscars, Emmys and Sundance
- Designed and launched site UI and UX improvements, including TV section, TV episodes, name and title pages
- Point person and leader in absence of design manager

### UI Designer, IMDb.com

Entertainment website. Seattle, WA. 11/04 - 4/08

- Designed and launched site UI and UX improvements, including TV section, TV episodes, name and title pages
- Created streaming rich media advertisements and custom promotional microsites for a variety of entertainment and non-endemic clientele

### Instructor, North Seattle Community College

Seattle, WA. 1/98 - 12/99

- Developed curriculum for and taught introductory for-credit classes in Adobe creative applications, digital media and information design

## education

### School of Visual Concepts

Seattle, WA. User Experience, Brand Strategy for Design studies

### Cornish College of the Arts

Seattle, WA. Graphic Design studies

### New College of California

San Francisco, CA. Bachelor of Arts in Humanities, Communications emphasis, with thesis in market research  
Graduate-level studies in Green MBA: accounting, finance, marketing

### Elgin Community College

Elgin, IL. Associate of Arts, High Honors