



MIKEL S. ROSENTHAL

UX/UI LEADER / ART DIRECTOR

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Lead UX/UI Designer/Art Director with 18+ years of professional experience in creating and renovating identities. Powered by a passion to provide powerful new visual branding explorations and delightful user interactions.

EXPERIENCE:

Lead Visual Designer/Design Systems Specialist | TransUnion | 2018-Present

Creating global design systems and visual branding for all public TU products in Sketch. Assisting fellow designers/developers in supporting team/company goals. Responsible for leading and growing the department to create universal visual branding/template style guidelines and help facilitate developer/stakeholders design requests with speed and consistency in an Agile environment. Successfully converted all existing applications to Sketch and created global systems for managing assets, creating symbol libraries, overrides and a system to build products efficiently and accuracy.

Sr. Lead UX/UI Designer | Maven Wave Partners | 2013-2018

Head of conceptual and stylistic direction on all client projects. Design lead for interface design, website and mobile application development, print collateral and digital marketing campaigns, video and trade-show exhibitions. Directed and managed collaborative creative teams on overall design concepts to meet client expectations. Independently designed and created dynamic working prototypes for user testing along with visually rich journey maps derived from architectural wire-frame dashboards in Sketch. Clients Included: Aflac, Abbott, Abbie, Anixter, Avery, Catamaran, Crate & Barrel, CME, Dawn, Disney, Dremel, EA, Google, Miller-Heiman, Nike, Verizon, Whirlpool

Sr. Lead UX/UI Designer | Biersma Creative | 2005-2013

Independent lead for all projects in monitoring and supporting original client direction, in addition to managing the design team. Led clients through all communications of project development and future design scope. Responsible for the conceptualization and implementation of designs in a wide range of graphic applications including: re-branding, website design, collateral, print materials, trade-show, environmental graphics, packaging, brand development, user interface exploration, project management, video editing, animation, prepress and digital production. Clients Included: AT&T, Big Machines, Devine Capitol Partners, Hillard Heintze, Eventric, Salesforce

Art Director/Sr. Lead Designer | Field Trip Factory | 2003-2005

Lead associate for concept and design projects across a diverse portfolio of enterprise-level corporate clients. Managed creation and development of web advertisements for store side and public websites. Directed print production and design including: scripts, postcards, supporting materials, flier creation and new business presentations. Designing and building html newsletters, department manuals, story boarding, website flow charts and design interface exhibitions. Initiated and lead the restructuring of entire design department for more efficient project development. Clients Include: ComEd, HEB, Fry's, Petco, Toys 'R' Us, Harris Bank, Mead/Scholastic

Jr. Graphic Designer | Firebelly Design | 2002-2003

Entrepreneurial role with end-to-end art direction for all print, web presentation and production project assets including: ideation artifacts, story boarding, creative deliverables and execution processes. Represented creative in diverse teams across multiple projects for large accounts while adhering to strict time lines. Oversaw project management for both creative and client team(s) to facilitate centralized communication that mediated risks, removed obstacles and met project objectives. Clients Include: AT&T, Snapple, Rohner Letterpress, Neo-Futurists Theater, Metro Theatre, Blue Man Group, A.I.G.A.

EDUCATION:

Missouri State University | 1997-2001

Bachelor of Science in Electronic Arts & Design | Minor: Mass Media & Communications
Graduated Summa Cum Laude | Member of A.I.G.A. Association

Mexico Senior High School | 1994-1997

High School Diploma - Graduated with honors

AWARDS & PUBLISHED WORK:

- Photography Showing featured in Mossa Art Gallery in Oct of 2003
- Work featured in the Nov-Dec 2004 issue of "New Art Examiner"
- 1st place Trade Show Design at 2002 San Francisco Green Festival
- Published work "1000 Greetings: Creative Correspondence Designed for all Occasions"
- 1st place in 2002 Electronic Arts Juror's Award at Missouri State Competition

PROGRAMS:

SKETCH	●●●●●
ILLUSTRATOR	●●●●●
PHOTOSHOP	●●●●●
INDESIGN	●●●●●
AFTER EFFECTS	●●●●●
PREMIERE	●●●●●
LIGHTROOM	●●●●●
ADOBE XD	●●●●●
ACROBAT	●●●●●
AUDITION	●●●●●
KEYNOTE	●●●●●
WORDPRESS	●●●●●

INTEREST & HOBBIES:

Sketch Advocate, Design Systems, User Experience, User Interface, Visual Design, Video Production, Voice Over, Music Composition, Futurist, Dj, Biology, Wonder Seeker

REFERENCES:

Jon Cournoyer / Head of Design
St. Louis Art Museum
314.732.7726
jon.cournoyer@slam.org

Michael Biersma / UX Director
Maven Wave Partners
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WORK EXAMPLES:

[View Examples](#)