

## **Michael Brown**

### **Creative Director | Executive Producer | Brand Identity Specialist**

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## **PROFESSIONAL SUMMARY**

Accomplished Creative Director and Executive Producer with over 30 years of expertise in TV advertising, network promotion, and brand identity. Collaborative leader specializing in design for screens with emphasis on brand strategy, including revitalizing legacy brands. Proven ability to build and mentor high-performing teams, manage multi-million-dollar budgets, and deliver award-winning creative for regional outfits, networks, agencies, and Fortune 500 clients. Seeking focused, short-form engagements to deliver high-impact results and ensure a mutual fit. Ultimately open to a full-time or long-term position where I can make a significant and lasting contribution.

## **KEY SKILLS**

Creative Direction | Team Leadership | Graphic Design | Motion Graphics | Promotion & Advertising | Brand Identity | Broadcast Design | Video Editing | Post Production | Print Design | Communication | Writing

## **PROFESSIONAL EXPERIENCE**

Freelance Creative Director | Los Angeles, CA | JUL 2013 – Present

- Lead creative strategy and design for clients in food & beverage, healthcare, and media.
- Edit and produce motion graphics for healthcare brands Providence and Banner Health (via Van Meter Group and Pulse).
- Animate social media and broadcast videos for Plum Organics and Babyganics (via Something Massive), REELZ network.
- Produce graphics and title design for documentary projects including Sages of Aging, The Twilight Zone: Remembering Rod Serling, and Hand Drawn Life.
- Drive branding and logo redesign for local brands such as El Granjero Cantina, Fritzi Coop, Bob's Donuts, and Kings Road Cafe.

Executive Producer / Creative Director | CBS | Los Angeles, CA | AUG 2009 – JUN 2013

- Co-created CBS Digital DVD/Blu-ray Design+Authoring, bringing all work in-house from seven vendors. Managed a team of 17 designers, programmers, QA pros, and producers.
- Set a new standard for DVD and Blu-ray menu design quality, objectively far superior to previous vendor output.
- Co-founded a graphic design boutique within CBS Digital, generating new revenue streams from both inside and outside of CBS.
- Increased department revenue 5X (over \$5M) within four years while meeting all production and quality goals.

Freelance Creative Director / Graphic Designer | Los Angeles, CA | DEC 2005 – JUL 2009

- Redesigned logo and accompanying set pieces for The Price is Right with Drew Carey.
- Created animated IDs for car brands, including the Honda Fit campaign.
- Designed promotion packages and EPKs for Breaking Bad, Live Earth India.
- Produced broadcast graphics for Last Call with Carson Daly and The Late Late Show with Craig Ferguson.

Art Director | E! Entertainment and Style Networks | Los Angeles, CA | JUN 2004 – NOV 2005

- Directed promotional sequences, show packages, and logos for The E! True Hollywood Story, Watch Niccy campaign, The Soup, Fashion Mix, and Celebrity Beat.
- Devised the new network bug scheme and provided art direction to junior designers.

## **EDUCATION, EARLY EXPERIENCE, & PROFESSIONAL DEVELOPMENT**

- College-Level Advertising Design (two-year program completed in high school)
- Visual Communication coursework | 1980 | Art Institute of Atlanta
- Illustration coursework | 1984-85 | Corcoran School of Art
- Began career at WTTG Washington (1985), advancing to Capitol Video Post and USA Today on TV (1988).
- Joined Charlex in NYC (1989), contributing to projects for TCM, HBO, Nat Geo, Nickelodeon, American Express, Coca-Cola, and more.
- Moved west (1991), worked with NBC, ABC, CBS, FOX, and studios including Pittard Sullivan, A52, Imaginary Forces, View Studio, and continuing work for Charlex.
- Directed network IDs for Seinfeld and Friends, NBC Late Night Programming
- Assisted other designers with their motion projects (David Carson, Jeff Boortz, others)
- Provided visual effects for Star Trek: TNG, Deep Space Nine, and The Outer Limits.
- Offered Creative Director seat at brand-new Fox Sports.
- Advanced Software Training: Maya, Cinema 4D, Quantel Harry/Henry, Discreet Logic Flame

## **AWARDS & RECOGNITION**

- Emmy Award Nominee (N.A.T.A.S.) for Graphics/Design (The Arch Campbell Show)
- Golden Trailer Award Nominee, Best Foreign (Entrusted)
- Contributor to Saturn Award-winning Star Trek: The Next Generation HD restoration
- Multiple credited and uncredited BDA/Promax Award-winning projects

## **TECHNICAL PROFICIENCIES**

Adobe Creative Suite: After Effects, Premiere Pro, Illustrator, Photoshop | Figma | Microsoft 365  
| Apple iWork | Multiple support apps