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# MICHAEL FORSYTHE FRNKNDZN

My discipline has been labeled user experience, interactive, new media... but through 20 years of branding, marketing, editorial and experience design, it's always been about the way human beings access, utilize, disseminate, and are influenced by information. And the challenge has always been to create the metaphor that the cognitive mind uses to engage, understand, and act.

## Brand highlights

Microsoft

Buuteeq

Hilton Worldwide

HHonors

Cellular South

FedEx

Forrest Perkins

Viking Range

International Paper

Orbitz.com

Nike

Northern Trust/Northern Funds

Sam's Club/Walmart

American Airlines

Akoo.com

Raffles Intl (Swissôtel)

Andbook.com (Hilton, Accor, Forté)

United Way

### NOV 2010 - PRESENT **MICROSOFT, SEATTLE, WA \* ART DIRECTOR / UX DESIGNER**

**SKILLS** Create a global framework for extensive categories of products, downloads, and services offered through a highly flexible and strictly on-brand family of web sites. Wireframe agile iterations for quick pulse testing and develop and direct interface design to meet brand, accessibility, and development requirements.

**HIGHLIGHTS** Currently supporting the launch of Microsoft Download Center redesign. Working network-wide to exemplify, negotiate and facilitate standardization of new brand tenets through design guidelines and templates.

### OCT 2010 - DEC 2010 **BUUTEEQ, SEATTLE, WA \* UX DESIGNER / CONSULTANT**

**SKILLS** Create user scenarios using personas and industry research. Develop requirements and design systems to represent visual and functional brand tenets across marketing websites and web applications.

**HIGHLIGHTS** Provided a system flow and highly branded visual interface for a complex system of tracking hotel reservations. Designed interface elements in style and behavior to echo standards of the configurable customer facing websites. Created benchmarks and prototypes for V2 concepts. Product launched to high acclaim in Q1 2011.

### JUN 2007 - AUG 2010 **HILTON WORLDWIDE, MEMPHIS, TN \* MANAGER, WEB DESIGN**

**SKILLS** Extend brands internationally and domestically using on- and offline marketing campaigns, focus groups, spectrum and brand board workshops, and user testing. Manage relationships across brand, product, and executive teams. Assess, review, and enforce project scopes; mentor staff, negotiate responsibilities, critique work, and build consensus. Standardize and enforce cross-discipline collaborative processes worldwide.

**HIGHLIGHTS** Launched Hilton.co.uk, Hilton.co.de, Hilton.jp, Home2Suites.com, EmbassySuites.com/TheLastAirbender, and iPhone apps and prototypes for each brand. Implemented a creative process for engaging franchised brands.

Client engagement and project oversight included teams, travel, and research for the UK, Germany, and Japan in the development of custom site designs based on localized content.

CONCLUDED...



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## SEP 2005 - MAY 2007 **LOKION, MEMPHIS, TN \* CREATIVE DIRECTOR**

**SKILLS** Scout, hire, and mentor staff and establish a team-driven creative process fed by client engagement and refined deliverables. Develop promotional materials, define the brand voice, and clarify the company's position.

**HIGHLIGHTS** Built the client/creative relationship and directed and created interface design for Viking Range's ATG driven ecommerce website. Managed engagements and end-to-end creative processes with persona driven brand workshops and UX design for Cellular South brand relaunch and Forrest Perkins website redesign. Built and managed client relationships and supported FedEx products through website, mobile, and application interface design and interactive marketing.

## SEP 2003 - SEP 2005 **ORBITZ, CHICAGO IL \* SR. DESIGNER**

**SKILLS** Translate a virtual brand to a marketable entity with a recognizable physical presence. Manage vendors to ensure the brand translates effectively and consistently across all media. Project scoping, prototyping, presenting and consensus building, process development and management, design standardization, and creating and updating documentation.

**HIGHLIGHTS** Aligned functional enhancements with product requirements to scope, direct, and produce UX design for biweekly development releases.

## MAY 2001 - MAY 2003 **TWOHUNDREDTWELVE°, CHICAGO IL \* PARTNER, CREATIVE DIRECTOR**

**SKILLS** Business development, client engagement, creative direction, and hands-on design across all media. Combine a broad range of expertise to facilitate work in small teams that evolve by project through specific requirements.

**HIGHLIGHTS** Launched the debut release of Orbitz.com. Designed workshops and materials to redesign Orbitz.com and launched Orbitz.com V2. Designed event promotion for Nike and become online agency of record for Raffles International, parent company of Swissôtel.

## SEP 1997 - MAY 2001 **LEAPNET/QUANTUM LEAP, CHICAGO IL \* ASSOC. CREATIVE DIRECTOR**

**SKILLS** Develop online marketing strategies ranging from banner advertising and promotional websites to editorial and ecommerce website design for Fortune 500 clients. Work internationally to champion branding and usability. Create presentations and workshops to extend brands to the web, educate clients, build consensus and align creative goals.

**HIGHLIGHTS** Directed creative and launched Andbook.com, a partnership of Hilton, Accor, and Forté hotel corporations to provide a single booking resource for business travelers in Europe. Launched and directed creative for a complete website redesign of Northern Trust and Northern Funds. Managed client engagement for creative and performed client training and final implementation of design for the first dynamically published website for American Airlines.

Concepted events and marketing and created the brand identity for Xhibition: Transition, an event to showcase the merging of street art and technology featuring a DJ'ed gallery exhibition, a premier worldwide webcast, and a printed catalog.

## APR 1993 - SEP 1997 **TOWERY PUBLISHING, INC., MEMPHIS TN \* ART DIRECTOR**

**SKILLS** Editorial design and art direction. Logo design and branding. Experience and interface design and production.

**HIGHLIGHTS** Pioneered a new company focus to expand the range of design services, from annual reports to a national network of community websites.

## JUN 1991 - APR 1993 **GOOD ADVERTISING, MEMPHIS TN \* FREELANCE DESIGNER**

Campaign development and marketing and editorial design. Major clients included FedEx domestic and international.

## AUG 1987 - MAY 1991 **UNIVERSITY OF MEMPHIS, MEMPHIS TN \* BFA**

Undergraduate studies completed through Memphis College of Art and University of Memphis.

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