



MICHAEL POULSEN

801.671.5896 | MIKEPOULSEN@ME.COM
WWW.MIKEPOULSENSTUDIO.COM

SKILLS:

Creative Direction

Brand Development + Design Strategy

Creative Design Thinking

Leadership

Designer Development

Storytelling

Art Direction - Photo Shoots

Experiential Design

User-centered Design

Digital Design

Product + UI Design

Adobe Creative Cloud

Figma + Sketch

SUMMARY:

I am Mike, an experienced Creative Director with a digital design background. For well over a decade, I've been able to lead and work alongside truly incredible writers, designers, animators, UX teams, and photographers to produce top-notch creative, refine brands, and tell meaningful stories. The bulk of my experience has been in the retail and tech industries, always with a special interest in strategy. I know how to lead and develop creatives but also love to get my hands dirty to help produce everything from photo and video shoots, to large ecom sites, landing pages, social campaigns, and everything in between.

EXPERIENCE:

- **CREATIVE DIRECTOR - CONTRAVENT**
2020 - 2023 | SALT LAKE CITY, UT
Clients: Adobe, Verizon, VMware, Dell, 3M, Kyndryl, Fourth, Co-Dx, ADA.
- **SR. DIGITAL DESIGNER - BACKCOUNTRY**
2019 - 2020 | PARK CITY, UT
user-centered design - art direction - branding - interaction design strategy
- **DIGITAL DESIGNER - STE. MICHELLE WINE ESTATES**
2017- 2019 | SEATTLE, WA
digital design - mobile design - email design
- **DESIGN COORDINATOR - THE WALL GROUP**
2015 - 2017 | NEW YORK, NY
experiential design - branding - photo editor
- **DIGITAL DESIGN CONTRACTOR**
2013- 2015 | NEW YORK, NY
art direction - digital design - photo editing - branding - experiential design - product design
- **DIGITAL DESIGNER - OOZLE MEDIA**
2010 - 2013 | SALT LAKE CITY, UT
product design - interaction + UI design - branding

EDUCATION:

UNIVERSITY OF UTAH

B.F.A. - STRATEGIC COMMUNICATION
additional studies: fine art, design theory

ADVANCED PROFESSIONAL TRAINING

USER CENTERED DESIGN - AIGA CHANGE MAKER SERIES

ADOBE CREATIVE CLOUD - ADOBE

additional training: motion graphics, photo retouching,
fashion + lifestyle photography