MICHAEL SORENSON

Experienced Art Director + Designer

INFO

LOCATION
Twin Cities, MN

E-MAIL
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651-260-4560

PORTFOLIO
mikesorenson.carbonmade.com

EXPERTISE

Art Direction

Print + Digital Integration

UI/UX Design

Copy/Script Writing

Broadcast Production

Illustration + Storyboards

Strategic Planning

Presentations + RFPs

Social Media

AI Prompt Writing

SOCIAL

@SorensonCreative

/MikeScreative

PROFILE

Experienced, results-driven creative professional with strong conceptual skills and sharp strategic instincts; diverse experience in digital and print art direction, graphic design, brand development, and video production. Advanced management capabilities and a passion for digital strategy and telling compelling brand stories. On top of current design trends and best practices for print, digital, and integrated marketing campaigns.

Adept at seeing a project through from concept to execution. Exceptional ability to solve challenging problems creatively; comfortable working with ambiguity and adapting to change. At ease using data to inform creative decisions.

EMPLOYMENT HISTORY

Mod Creative, Inc. Twin Cities, MN
Creative Director *8/2019—5/2024*
Generate creative strategy for all agency projects, elucidating client objectives through discussion and crafting detailed creative briefs. Collaborate with and supervise freelance designers and developers turning wireframes into polished and engaging UI/UX solutions for web, interactive kiosks, and mobile products. Design innovative assets for digital, mobile, social, and interactive projects — working closely with the programming team to ensure exceptional quality on all deliverables.

Key Achievements:

- Designed UI/UX for innovative new interactive wayfinding app.
- Generated significant new business through strategic direction, creative thinking and persuasive presentations.
- Developed agency brand identity, strategic positioning, website, and pitch materials.
- Designed logos and brand standards for core agency products.

ShopHQ ***(formerly Evine)*** Eden Prairie, MN
Sr. Art Director *8/2017—8/2019*

Drove creative strategy for a variety of multi-category retail promotions, leading a team of designers and art directors toward fresh, creative and on-brief solutions. Collaborated with cross-functional stakeholders to streamline processes and define creative standards. Created partnership proposals and pitch decks.

AWARDS

Telly Awards (x9)
Various TV + Video Campaigns

MNHSCN Awards
Ask About Aspirin, U of M
Best Campaign

Romero Award Finalist
Licenced to Thrill, Mystic Lake
Best Casino Promotion

EDUCATION

BROWN INSTITUTE *(now Brown College)*
Minneapolis, MN
AAS in Advertising Design

EMPLOYMENT HISTORY *(cont.)*

Key Achievements:

- Developed multi-phase creative strategy for 2018 holiday campaign resulting in significant increases in viewership and new customer aquisition.
- Produced dozens of broadcast commercials under extremely tight budgets and short turn times.
- Worked directly with UI/UX team to redesign e-commerce site resulting in a cleaner, more user-friendly experience.

Cuneo Advertising Bloomington, MN
Creative Director *3/2013—10/2016*

Developed creative strategy for entire client base, leading a team of designers, art directors, video editors and sound engineers towards innovative and effective solutions. Produced compelling, impactful integrated campaigns for more than 30 clients every month. Defined key agency goals, leading group brainstorm sessions and critiques to refine creative strategy based on demonstrated results.

Key Achievements:

- Designed pitch decks and RFP responses resulting in 200% revenue growth in two year period.
- Directed creative on multiple award-winning campaigns
- Effectively rebranded the agency with new identity and office interior, improving client perception and boosting team morale.

Russell Herder Minneapolis, MN
Creative Director *1/2012—3/2013*

Worked closely with Executive Creative Director to articulate clear agency vision and direction. Directed award-winning creative for clients in health care, finance and retail categories. Created effective and engaging branded content. Produced storyboards for broadcast and motion graphics projects.

Key Achievements:

- Produced pitch materials and spec creative resulting in more than $2 million in new business.
- Created award-winning campaigns for the University of Minnesota's Lilehei Heart Institute and the MN Department of Human Services.

Mystic Lake Casino Hotel Prior Lake, MN
Creative *11/1999—1/2012*

Lead team of seven creatives through the concepting, scripting, storyboarding, and directing of TV campaigns. Designed websites, logos, signage, menus, brochures, and interactive displays. Established strong vendor relationships to secure best pricing and quality.

Key Achievements:

- Built and managed full internal creative team that handled all marketing and advertsing for the entire property.