

michaelhindman

Creative Direction + Photography + Product Development



overview

- + 20 years experience in advertising, marketing, design and photography.
- + Experience across print, digital, experiential, brand, mobile, video direction
- + Co-Founded, branded, built and launched Flutter Dating
- + Product development, UX/UI design

awards

The Society of Typographic Arts
Gold for Academy of Achievement website

Web Award
Technology Standard of Excellence

Web Award
Best product launch

Omni Intermedia Award
Finish Line TV spot

Telly Award
Finish Line TV spot

experience

+ Reboot
LEAD DESIGNER (RETAINER)
2024 - Current

- + Lead brand creative direction, delivering company assets for a new startup

+ OSOM
HEAD OF BRAND DESIGN
2021 - 2024

- + Built global product ad and marketing campaign for launch of the OV1
- + Feature and product UX/UI design for privacy apps for OV1
- + Led, and produced product and lifestyle photography for product launch

+ Flutter
CO-FOUNDER, HEAD OF DESIGN
2019 - 2021

- + Founded, built and launched product
- + Led brand advertising and launch events
- + Designed and shipped Flutter dating app

+ Branch
CREATIVE DIRECTOR
2017 - 2019

- + Unified creative direction and created a more cohesive brand design system
- + Branded and launched Branchout, Branch's first tech conference.
- + Managed a team of designers and front end engineers

+ MuleSoft
ASSOCIATE CREATIVE DIRECTOR
2013 - 2017

- + Unified creative direction and created a more cohesive brand design system
- + Branded and launched MuleSoft Connect, MuleSoft's first tech conference.
- + Managed a team of designers and front end engineers

clients

MuleSoft

Branch

Kiwi Crate

Flutter

MillerCoors

Chase

Goodyear

OSOM Privacy

Finish Line

f2o

Burger King

The North Face

Kraft

Unilever

Reboot

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