



## A hands-on, senior-level creative with over 20 years experience in agency creative and distributed product teams — filtering the complex into meaningful connections with brands and their stories.

From the beginnings of the internet, I've launched campaigns, companies, products, and gone through more evolutions in technology than I can remember. But I believe that the solutions still lead to the same goal — connect people to what matters to them and turn them into brand advocates. Whether print or emerging technologies, my biggest strength lies in streamlining large amounts of information into driving ideas, solutions and brand love.

I've learned that while technology, trends and media rapidly change, the working friendships forged with my clients, agencies and in-house teams have been the key to finding those 'game changing' solutions. I live for creating those meaningful connections and experiences — with brands, with products, with people — while challenging the status quo. This is my approach in both my working relationships and design thinking: **people first, product second.**

### SKILLSET

**CREATIVE** // Creative strategy, brand development, integrated marketing strategies, information architecture, prototyping, UX & UI, traditional print, prototyping, visual design, illustration, copywriting, advertising campaigns, hands-on design & production  
**MANAGEMENT** // Project / team management, mentorship, creative workflow process  
**SECTORS** // Cryptocurrency, SaaS, higher education, healthcare & pharma, retail, entertainment, technology, start-ups, non-profit  
**CHANNELS** // Digital, direct, print, brand, video, social, experiential, email, b2c, b2b  
**TECHNOLOGY** // Sketch, Adobe Creative Suite, Invision, Slack, Basecamp, CSS, HTML, Wordpress, Keynote

### EXPERIENCE

#### PRINCIPAL / CREATIVE DIRECTOR

**Petrie Creative** // RALEIGH, NC 2004 TO PRESENT

Strategic branding, creative direction, integrated marketing, UI / UX design and design services for higher education, disruptive technologies, remotely distributed teams, and start-ups.

KEY CLIENTS **Buildcoin Foundation, NC State University, Golden Corral, Phononic, ViiMed, Duke University, Triangle AMA**  
AGENCY SUPPORT FOR **McKinney, Walk West, Howard Merrell, Rella:Cowan, Mellonaid, Drumroll Media, T3 Advertising**

#### RECENT PROJECTS

##### **BuildCoin Foundation** — BRAND STRATEGY, UX & UI 2018

Identity, branding, infographics and website for this emerging cryptocurrency and blockchain non-profit, domiciled out of Zug, Switzerland, whose aim is to accelerate strategic infrastructure and construction projects globally. Led creative, research, strategy and design for the foundation's partner companies (CG/LA and OpCenter) and their marketing teams. Established brand and product trust in an unproven market space —which resulted in a partnership with the government of Sao Paulo, Brazil to complete feasibility studies for lighting projects in 30+ municipalities.  
[www.buildcoinfoundation.org](http://www.buildcoinfoundation.org)

##### **ViiMed (SaaS)** — COMPANY REBRAND 2017

Worked remotely with the ViiMed marketing team in Washington D.C. to rebrand and relaunch their identity, create a comprehensive brand guide / visual language, and redesign digital and printed marketing materials in preparation for their next round of funding.

[www.petriecreative.com/portfolio/viimed](http://www.petriecreative.com/portfolio/viimed)

#### CONSULTANT — CREATIVE & UX STRATEGY

**Walk West Marketing** // RALEIGH, NC

Creative Strategy Lead for research and direction on branding digital experiences and websites: competitive research and feasibility of solutions, writing creative brief and strategy documents, client meetings, creative presentations, hands-on design in Sketch, UI prototyping, copywriting, and mentorship of the design and UX team members.

#### RECENT PROJECTS

##### **InMotionNow (SaaS)** — WEBSITE REBRAND / PRODUCT UX 2017

Hands-on UI/UX design and production with a strategy shift to personalization of user-paths and product relevance to personas. Conducted a full competitive analysis, established brand visual concepts and streamlined messaging. Two months after launch: 43% increase in organic referrals, 11% increase in session duration, 11% increase in conversion KPIs, 6.6% decrease in bounce rate.

**Fayetteville Tech (Higher Ed) — CREATIVE STRATEGY + WEBSITE REBRAND 2017-18**

Creative direction for the rebrand, strategy briefs on redefining the user experience, and tone of messaging for this 45K student enrolled school. Rebrand and website design focused on personalization of persona pathways, streamlining content, and increased engagement — and included training junior staff on integrating a brand strategy into wireframing and prototyping.

[www.petriecreative.com/tools/case\\_studies/FTCC\\_strategy.pdf](http://www.petriecreative.com/tools/case_studies/FTCC_strategy.pdf)  
[www.petriecreative.com/tools/case\\_studies/FTCC\\_Creative\\_Brief.pdf](http://www.petriecreative.com/tools/case_studies/FTCC_Creative_Brief.pdf)

**ACTING CREATIVE DIRECTOR**

**Mellonaid Agency // RALEIGH, NC 2013 - 2015**

Head of Creative—leading strategic vision, development and management of creative department process and strategy. Rebranded and relaunched the agency's identity, brand esthetic, visual language and messaging. Early adopter of Sketch app and Sketch onboarding into their prototyping and UI process. Sector focus on disruptive technologies, product naming, and start-ups for **Phononic, MedFusion, Rex Healthcare, and Stop Hunger Now**

**SENIOR INTERACTIVE ART DIRECTOR**

**T3 Advertising**

2003 - 2004 ONSITE IN AUSTIN, TX  
2004 - 2006 REMOTELY FOR NYC OFFICE

Leading and managing national multi-channel digital campaigns, and advertising projects at a large, fast-paced agency environment for **Dell SMB, Ingenix / i3 Research, JC Penney, Universal Studios Florida, Courtyard Marriott, and the Wall Street Journal.**

**KEY CLIENTS / PROJECTS**

**Dell SMB (Small to Medium Business)**

Led the account for Dell's SMB digital advertising campaigns online. Redefined their global product photography library, and worked with the development team to push the boundaries of new media with flash and cross-talk digital ads.

**Courtyard Marriott**

Worked remotely with the NYC office on gameplay design and UX for a microsite that targeted business class engagement

**Wall Street Journal**

Execution of the WSJ's "Every Journey Needs a Journal" campaign into engaging interactive digital ads

**SENIOR ART DIRECTOR Jolly Design // AUSTIN, TX 2002- 2003**

**SENIOR INTERACTIVE ART DIRECTOR BAM! Advertising // AUSTIN, TX 2001 - 2002**

**SENIOR ART DIRECTOR American Pie Design // AUSTIN, TX 2000 - 2001**

**CREATIVE DIRECTOR / PARTNER Nsomnia Design // AUSTIN, TX 1996 - 2000**

**INDUSTRY INVOLVEMENT**

AIGA Austin & Raleigh/Durham / Triangle AMA: High Five Creative Director & Advisory Board Member  
AAF / IXDA Pictoplasma / Medium Writer / Prototypr.io Staff Writer

**AWARDS**

**2000 - 2017**

Local & Regional District ADDY  
Silver & Bronze ADDY  
HOW Magazine, Self-Promotional  
National Citation of Excellence ADDY  
How Magazine, Self Promotional Issue  
Print Magazine, Regional Design Annual  
10th District ADDY  
Local Gold ADDY

**EDUCATION**

University of Texas at Austin  
B.F.A. in Design 1996, Magna Cum Laude, GPA 3.9

**MY SITES**

PORTFOLIO [petriecreative.com](http://petriecreative.com)  
CASE STUDIES / PROCESS [petriecreative.com/client\\_resources](http://petriecreative.com/client_resources)  
LINKEDIN [linkedin.com/in/michellepetrie](http://linkedin.com/in/michellepetrie)  
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