

Michael Hurley

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- 2001 - PRESENT **Adroit Designers** | OWNER - CREATIVE DIRECTOR
Full stack user experience services across all channels including market research, competitive analysis, content strategy, information architecture, user interface and interaction design, front-end web development, identity, apparel and print design.
- 1/2015 - 8/2015 **Vanguard** | HEAD OF DESIGN - RETAIL MARKETING & COMMUNICATIONS
Responsible for the user experience strategy and design for the Vanguard retail marketing and communications business. Directed the product launch of Vanguard's Advisor Services. Lead a user experience department of 50 people from various disciplines. Participated in the reorganization of the retail marketing and communications department. Strategic consultant for senior leadership on necessary changes for project intake process, project planning, resource allocation, tools and software, and re-defining of department roles and responsibilities.
- 12/2009 - 12/2014 **Vanguard** | DESIGN MANAGER
Senior creative lead for a multi-year retail web re-design project, incorporating strategic project planning, resource allocation and management of internal and external teams, creation and deployment of new methodologies and processes for content strategy and building and maintaining fully responsive pages. Provided entire project team with a creative vision and successfully built consensus between disciplines while motivating the team to achieve our goals. Developed and delivered all executive level presentations, offering strategic insights, pros and cons, providing the context needed for senior leadership to make informed decisions. Managed up to 10 direct reports, providing performance reviews, mentorship and career guidance.
- 1/2009 - 11/2009 **GSI Interactive** | ASSOCIATE CREATIVE DIRECTOR
User experience relationship management for large retail brand accounts. Led multi-discipline user experience teams simultaneously across multiple client accounts in various industries. Strategically led all creative aspects of engagements, art directed design deliverables, developed brand strategy, conducted usability and market research and the construction of site information architecture. Successfully pitched and won new accounts for the agency.
- 2006 - 2009 **GSI Interactive** | ART DIRECTOR
Lead user experience teams to deliver large retail e-commerce web sites. Successfully delivered hundreds of interactive experiences for a wide range of clients across many industries. Built, managed and art directed an in-house apparel design studio that designed and produced collections for the NFL, NHL and NASCAR. Oversaw sourcing of materials, overseas production and press checks to insure quality and on-time delivery. Directed numerous product and live-action photo shoots and site tour videos. Successfully pitched and won new accounts for the agency.

Rhode Island School of Design | BFA GRAPHIC DESIGN

Software

Adobe Creative Suite, Sketch, Webflow, Microsoft Office

Hand

Drawing, Painting, Illustration, Photography, Calligraphy, Stone Letter Carving

Interests

Cycling, Skateboarding, Tennis, Great Danes, Cooking and Travel