

// Mike Plymale

Hello, I'm an interactive creative director with a vivid passion for creating memorable design and great experiences.

Experience

StateFarm Atlanta, Georgia — *Creative Director 2015 – Present*

Played a leadership role in guiding UX team members towards best-in-class UX and UI designs. Governed the UX team's work to ensure adherence to StateFarm and ISD-Digital design standards. Built relationships with broader ISD team and company stakeholders to advocate partnerships, collaborative thinking and adoption of UX best practices.

Sagepath Atlanta, Georgia — *Associate Creative Director 2014 – 2015*

Managed and provided creative direction for 20 person creative team while restructuring and organizing the project work flow. Coordinated and built full in house production capabilities for Audio and Video projects. Created and lead the Floorvana App which resulted in multiple additional projects from the client.

JWT Atlanta, Georgia — *Senior Art Director 2011 – 2014*

Work in part on the interactive team as a design lead and art director. Direction and design for Marines.com and Marines mobile sites. Coordinate with our Dallas office in development to make sure visual design adheres to the requirements, objectives, and timelines for Marines.com

Definition 6 Atlanta, Georgia — *Art Director 2010 – 2011*

Directed and designed Brand Identities across multiple platforms. Managed and directed designers on the creative team in the Atlanta office. Responsible for design, management and execution of various interactive projects.

LBI Atlanta, Georgia — *Art Director 2008 – 2010*

Actively participated in concept development for new business pitches. Concept development and design of: ads, promotional items, banners, emails, websites and microsites. Directed, shot, managed and supervised photo shoots for projects.

Education

Ringling College of Art and Design Bachelor of Fine Arts 2002 – 2006

Major — Graphic and Interactive Communications // Minor — Photography

Awards // Publications // Recognition

Davey Award // 2015 "Floorvana App" — Associate Creative Director
Addy Gold // 2014 "USMC Xbox Brand Experience" — Sr. Art Director
Addy Gold // 2014 "USMC YouTube Brand Channel" — Sr. Art Director
W3 Best in Show // 2013 "Marines.com" — Sr. Art Director
W3 Gold-General Gov Site // 2013 "Marines.com" — Sr. Art Director
W3 Silver-User Experience // 2013 "Marines.com" — Sr. Art Director/UX
W3 Silver-Website Features // 2013 "Marines.com" — Sr. Art Director
Webby Award // 2012 Marines.com — Senior Art Director
Webby Honoree // 2011 Denon100.com — Art Director
Perspectives Magazine // 2010 "Fluid & Form Series" — Featured Photography
Addy Award // 2010 "Home Depot Racing Website" — Art Director
Pagecrush.com // 2009 "2009 Portfolio Site" — Featured site and Interview
Heidelberg USA, Inc. Award // 2006 "2005 Gevity Annual Report" — Best Annual Report
The Best of Ringling: Annual Juried Show // 2005 Artist Book // 2003 Expressive Typography Book

Skills & Expertise

Expertise & Management

// Art Direction	// Creative Direction	// Motion Graphics
// Photography	// Video Production	// Identity & Branding
// Information Design	// User-centered Design	// Digital Strategy

References are available upon request.

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