

// Mike Plymale

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

Experience

Perficient Digital Atlanta, Georgia — *Creative Director 2017 – Present*

Working as Creative Director to lead digital projects and help mold a more efficient process for the strategy, design and user experience practice.

StateFarm Atlanta, Georgia — *Creative Director 2015 – 2017*

Played a leadership role in guiding UX team members towards best-in-class UX and UI designs as well as governance for the UX team's work to ensure adherence to StateFarm and ISD-Digital design standards. I also 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 a 20 person creative team while restructuring and organizing the project work flow.

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

As the Sr Art Director in digital I worked primarily on the Marine Corps account focused on the redesign of Marines.com, as well as the mobile site, Xbox BDE and Native apps.

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

At my time at D6 I managed and directed designers on a creative team in the Atlanta office working on a variety of projects including identity design, interactive sites and branded apps across multiple platforms.

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

As an Art Director I actively participated in concept development for new business pitches as well as design and creation of banners, emails, websites and microsites. I also directed, shot, managed and supervised photo shoots for various 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

Presidents List // 2002 – 2006 Ringling School of Art and Design Sarasota, Florida

Embracing our Differences // 2002 – 2005 Exhibition Design Contest Sarasota, Florida

Skills & Expertise

Expertise & Management

// Art+Creative Direction

// Photography+Retouching

// Information Design

// Certified Usability Analyst

// Video Production+Editing

// User-centered Design

// Motion Graphics

// Identity & Branding

// Digital Strategy

References are available upon request.

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