



MICHAEL ANDERSON

LEAD VISUAL IDENTITY DESIGNER

PROFILE

Visionary Visual Identity Designer with a strong background in environmental branding and experiential design. Possesses a unique skill set that combines artistic creativity with strategic thinking, resulting in immersive brand experiences that captivate audiences. Extensive experience in collaborating with architects and interior designers to create cohesive visual narratives that enhance physical spaces.

EXPERIENCE

LEAD VISUAL IDENTITY DESIGNER

EcoDesign Studio

2016 - Present

- Developed environmental graphics for public spaces, enhancing user experience and wayfinding.
- Collaborated with architects to integrate branding into architectural elements and signage.
- Conducted site analyses to inform design decisions and ensure contextual relevance.
- Managed a team of designers in executing large-scale branding projects for urban developments.
- Presented design concepts to clients and stakeholders, incorporating feedback into final designs.
- Authored design guidelines for sustainable branding practices adopted by the studio.

VISUAL IDENTITY CONSULTANT

Urban Branding Agency

2014 - 2016

- Advised clients on brand positioning and visual identity strategies for urban environments.
- Designed brand experiences for events, enhancing audience engagement and brand loyalty.
- Researched and analyzed market trends to inform design recommendations for clients.
- Collaborated with multidisciplinary teams to create cohesive branding for public art installations.
- Facilitated workshops to educate clients on the impact of visual identity in urban spaces.
- Developed promotional materials that effectively communicated brand messages and values.

CONTACT

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SKILLS

- Environmental Branding
- Experiential Design
- Graphic Design
- Project Management
- Team Leadership
- Sustainability

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF ARTS IN DESIGN STUDIES,
HARVARD UNIVERSITY, 2015

ACHIEVEMENTS

- Recipient of the 'Green Design Award' for innovative sustainable branding practices, 2021.
- Increased client project scope by 40% through successful brand strategy implementation.
- Successfully completed over 20 environmental branding projects with a focus on user experience.