
MICHAEL BIRD

Brooklyn, NY

Open to office, hybrid and remote

Open to relocation

484.680.1951

michael@michaelianbird.com

www.michaelianbird.com

www.linkedin.com/in/michaelianbird

EXECUTIVE SUMMARY

Award winning Creative Director and team leader with 18 years of professional experience across retail, fashion, lifestyle and fitness gaming markets. Recognized for elevating brand presence with storytelling through design, interactive technology, photography and film. Inspiring teams through a defined vision, clear communication, enthusiasm and curiosity.

WORK EXPERIENCE

Freelance Creative Director

March, 2017 - Present

Select partners: Marvel, Warby Parker, Peloton Interactive, Remote Control Media, WeWork, Amazon, Rent The Runway, Yard NYC and Chandelier Creative

Highlights and Responsibilities:

Warby Parker: Creative Art Lead for [Warby Parker x Marvel's Spider-Man 2](#) collection.

Peloton Interactive: Creative Art Lead for [Lanebreak](#), Peloton's gaming-inspired, musically-driven workout experience which posts ~15K unique daily users and a total of +1M unique riders since Feb '22. Launched Lanebreak Tread in Jun '23. Responsibilities included creative direction, team leadership and management of up to four artists, project management, creative strategy and oversight of game development pipelines.

Yard NYC: Creative Director for [Gap Summer 2018](#) (2019 Bronze Clio winner) and [Fall 2018](#) global advertising campaigns with +160 pieces of unique digital content.

J.Crew

Art Director, Digital Marketing

August, 2012 - March, 2017

Highlights and Responsibilities:

Launch of the brand's core social media presence on Instagram with +1.3M followers. Launch of the [brand's first editorial platform](#) running up to 5 stories a week – 2014 Webby winner. Launch of the brand's first video content series: J.Crew Style Hacks. Launch of J.Crew Factory's first e-commerce site in 2012. Responsibilities included leadership and management of up to five direct reports, concept development, content creation and creative strategy across editorial content, social media, email and digital ad channels.

A Permanent Vacation

Founder, Creative Director and Designer

April, 2014 - December, 2016

Highlights and Responsibilities:

Conceptualization, design and launch of [startup e-commerce site](#) dedicated to outdoor adventure gear. Launch of editorial, social media and digital advertising campaigns. Responsibilities included overall vision and strategy for the business, development and maintenance of business plans, product sales, customer experience and design of hard goods including backpacks, tote bags, dopp kits, body surfing handplanes and limited edition surfboards.

Chandelier Creative

Art Director

February, 2006 - February, 2012

Highlights and Responsibilities:

First experiential campaign for [7 For All Mankind](#) celebrating its 10 year anniversary. Co-development and mentorship of the creative team for the Hong Kong office. Responsibilities included Art Direction for both domestic and international clients such as W Hotels, Old Navy, Claire's, 7 For All Mankind, Lane Crawford (Hong Kong), Shanghai Tang (Hong Kong) and Festival Walk (Hong Kong).

SKILLS & SOFTWARE

Creative Direction • Team leadership • Mentorship • Art Direction • Graphic Design • Photo, video and immersive media production pipelines • Concept development • Internal and external cross functional partnerships • Omnichannel creative • E-commerce • Digital strategy • Scalable solutions Agile • Verbal and written communication • Accessibility • User-centered design methodologies and usability • Prototyping • User research • Client management • Agency and in-house dynamics

Adobe Creative Suite • Figma • Keynote • Google Slides • MS Office • Notion • Miro • Asana • Jira

EDUCATION & CERTIFICATIONS

West Chester University, BFA Graphic Design, May, 2005

MIT CSAIL, Human-Computer Interaction for User Experience Design Certificate, 2019

The North Face, Allyship In The Outdoors Digital Course, 2024

ACKNOWLEDGEMENTS & AWARDS

Oculus Launch Pad Fellow, 2020

Bronze Clio, GAP Fall 2018

Webby, J.Crew Editorial Site 2014

GRASSROOTS & COMMUNITY

Patagonia Action Works

Surfrider Foundation