



## Brandon “Michael” Richardson

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### Senior Manager, Global Design System Lead

Universal Parks and Resorts

June 2019 - Present

- Creative Direction of Portfolio-level Global Design System:
  - Lead a cross-disciplinary, matrixed team to produce UX design, UI design, research, IA, usability testing, and documentation artifacts/deliverables to serve an international portfolio of web and native application platforms for Orlando, Hollywood, and Japan.
  - Drive the vision of the global design system platform to include visual styling, UI components, and other design considerations to produce hardened, code-backed, themable, accessible components.
  - Provide regular creative direction to working teams on experience design, visual design, and architectural frameworks with input from peers in Product, Development, and Business teams.
  - Directed a blended internal/agency resources to stand up V.1 of the design system.
- Program and Project Management of Global Design System:
  - Design system project management, UXUI, and development roles transitioned to in-house after one year.
  - Manage global design roadmap to the business needs, determining the best prioritization of work and communicate this priority to the team.
  - Plan and manage system access and tooling budget/needs.
  - Major token architecture upgraded to enable theming at multiple levels.
  - Component delivery velocity increased by 50%.
  - System adopted by second application with 100% component coverage.
  - Ensure consistent testing of patterns to validate assumptions.
  - Facilitate regular team sprint planning and retrospectives.
  - Identify and report KPIs and design system status to program sponsor and senior leadership team.
  - Institute and manage the governance of the design system for a continuous feedback loop of creators and consumers in Orlando, Hollywood, and Japan to identify needs and improvements to inform future prioritization.
  - Continuously build champions of the global design system throughout the organization.
  - Created Jira instance to manage UXUI work at the portfolio level with Plans for GDS component build, feature team build, and content activities.
  - Created design system user surveys to provide regular feedback and standard measures.
- Develop creative talent and foster an inclusive culture where team members feel inspired and supported to do their best work.
- Marketing & Sales Mentorship Program Committee Member
  - Interview candidates with other committee members to determine if the program is an appropriate fit for their needs.
  - Discuss applicant needs with the committee to determine cohort.
  - Identify appropriate mentor/mentee matches within the department.

## Associate Creative Director, Digital

### Universal Orlando Resort

August 2010 - June 2019

- Created a 13-person cross-functional creative team responsible for integrated and dedicated digital campaigns, microsites, interactive advertising, e-commerce, content and CRM efforts for both B2C and B2B partners.
- Promoted emerging trends in interactive technologies, content, design and marketing strategies and tactics to create unique and engaging experiences across digital platforms.
  - Collaborated across teams to build internal knowledge and support of design systems by creating a draft version to visualize for leaders and makers how a design system can impact their speed to market and team efficiency.
  - Shifted Marketing digital creative team to agile sprint methodology to provide more predictable deliverable timing to stakeholders, establishing regular ceremonies and managing project work through new Jira instance.
  - Piloted park-wide beacon mesh to validate in-app functionality. Pilot tested through the Mardi Gras Parade App where users collected unique beads (badges) at physical locations for sharing on leaderboard and social channels. Extended to other use cases.
  - Created the first responsive website for Halloween Horror Nights that increased web revenue by double-digits.
  - Created working demo of dynamic content management for digital display ads.
- Provided brand direction to partner agencies on major UX/UI projects:
  - Concept-to-launch of Universal Orlando's responsive website redesign.
  - Guided branding of the Integrated commerce redesign to provide greater consistency throughout booking experience.
  - Major release of Universal Orlando's Official Park App (iOS/Android)
- Managed ongoing digital project work with external creative vendors.
- Marketing & Sales Mentorship Program Committee Member
  - Interview candidates with other committee members to determine if the program is an appropriate fit for their needs.
  - Discuss applicant needs with the committee to determine cohort.
  - Identify appropriate mentor/mentee matches within the department.

## Lead Creative

### Flaxen Design Agency

July 2008 - May 2010

- Creative direction and project management of integrated advertising and marketing solutions across multiple verticals; websites, out of home, display, CRM, and other collateral.
- Led campaign concept development and mentored team members through the creative development process.
- Developed and presented new business pitches for multiple industries (B2B/B2C) including healthcare, logistics.
- Educated clients on marketing best practices and emerging industry trends.
- Planned and directed video and still image photoshoots.
- Managed vendor relationships including budgeting, scheduling, and creative integrity of project work.

## **Senior Art Director, Southeast US**

Bernard Hodes Group

June 2006 - July 2008

- Led art direction on large campaigns, producing effective creative on tight deadlines for clients in healthcare, entertainment, logistics, and show production.
- Contributed to \$4 million in new business revenue.
- Created integrated campaign and tradeshow/environmental pieces.
- Collaborated closely with client marketing/HR teams from concept execution.
- Planned and directed photoshoots.
- Created templated creative systems to reduce turnaround time on repetitive customer needs.
- Coordinated freelance production to ensure creative integrity of project work.

## **Art Director / Copywriter, Marketing**

Orlando Sentinel Communications

January 2000 - June 2006

- Created and executed integrated marketing solutions for brand awareness, B2B, circulation, acquisition/retention and recruitment efforts.
- Created materials for distribution through print, direct mail, websites, online display advertising, radio, broadcast and other channels.
- Collaborated with creative director, other art directors and copywriters, and digital teams.
- Coordinated freelance production to ensure creative integrity of project work.
- Streamlined the Marketing Department's Creative Request process.
- Officially recognized by the department as a collaborator on multiple occasions.

## **Other Roles, Skills, and Interests**

- Veteran: US Army Photojournalist and Editor of the Hawaii Army Weekly, Air Assault Qualified.
- Former Marketing Co-Chair/Board Member at Mount Dora Center for the Arts promoting arts in the community. The MDCA produces the annual Mount Dora Arts Festival.
- User Experience Design
- User Interface Design
- Research
- Content Strategy
- Information Architecture
- Integrated Campaign Development
- Adobe Creative Cloud
- Sketch
- Abstract
- Invision DSM
- Axure