



MICHAEL GLASSHOFF

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HELLO

I'm Michael Glasshoff, a versatile interactive and graphic designer focused on building strong brands and engaging interactive experiences.

DESIGN

- Brand strategy and identity systems
- Brand extension, environmental graphics, advertising, and marketing materials
- Responsive web and app interface design
- Aesthetic decisions grounded by purpose and unique brand positioning
- Design for the capability of variable technical requirements and best practices
- Organized multi-tasker and detail oriented

USER EXPERIENCE & STRATEGY

- Competitive research and analysis
- Define target audiences and market opportunities to create a unique point-of-view and market position
- Site structure evaluation and consolidation
- Conceptual brainstorming, wireframing and prototyping
- Content and layout hierarchy for SEO
- Agile trained/Lean UX

LEADERSHIP

- Guide projects from ideation to execution
- Oversee multiple project teams
- Collaborate across disciplines with team members of all levels
- Present work in confident, clear, and concise manner
- Understand the importance of budgets, meetings, and deadlines

HONORS & ACHIEVEMENTS

AAF ADDY Awards

JUDGES PICK: 1 | BEST OF WEB: 1 | GOLD: 6 | SILVER: 31

Logo Lounge Vol. 8 & 9

BSA: Eagle Scout Award

ACHIEVED IN 2000

AIGA Student Mentor

2012 - 2015

13+ YEARS OF INTERACTIVE & GRAPHIC DESIGN EXPERIENCE

▪ Sr. Designer @ Korn Design

BOSTON, MASSACHUSETTS | 2016 - PRESENT

Building unified brand experiences through a human centered design strategy, focusing on designing a seamless experience across all physical, digital and communications touch-points; resulting in a memorable and valuable brand engagement with consumers.

▪ Designer/Information Architect @ Fidelity Investments (Contract)

BOSTON, MASSACHUSETTS | 2016

Part of a select team at Fidelity UXD that designed and built a new investment product targeted at millennial investors. My role was to analyze and provide vision, solve user experience friction, design prototypes, and explore new concepts within an iterative timeline.

▪ Interactive Art Director @ Atypic Interactive

CHARLOTTE, NORTH CAROLINA | 2011 - 2015

Lead the user experience, interface and brand design team to analyze our client's goals and build them into a digital brand strategy. Working jointly with the development and SEM teams, we designed and built user-friendly responsive interfaces and cross-platform applications that communicated to users the client's brand, drive sales, and increase customer loyalty.

▪ Interactive Designer @ Lowe's Home Improvement (Contract)

MOORESVILLE, NORTH CAROLINA | 2010 - 2011

Designed and implemented a site-wide visual design system and style guide for Lowes.com. Lead designer on an Agile team that simplified and streamlined the e-commerce checkout process, while integrating a new customer portal and product delivery methods.

▪ Interactive Designer @ Studiobanks (UNION.co)

CHARLOTTE, NORTH CAROLINA | 2007 - 2010

Designed user experiences and interfaces for a variety of responsive websites, e-commerce, mobile applications, social platforms, digital products, and digital installations for consumer goods & services, sports & entertainment, and restaurants & retail.

▪ Senior Graphic Designer @ 1st Metropolitan Mortgage

CHARLOTTE, NORTH CAROLINA | 2005 - 2007

Supported, maintained, and evolved the 1st Metropolitan brand nationally in 50+ branches across the U.S. This required creating marketing materials ranging from national advertising campaigns, brochures, packaging, trade show exhibits, logos, and branch signage.

EDUCATION

BFA Graphic Design @ The Art Institute of Charlotte

CHARLOTTE, NORTH CAROLINA | CLASS OF 2006