

MICHAEL GLASSHOFF

INTERACTIVE & GRAPHIC DESIGN

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HELLO

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

DESIGN

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

USER EXPERIENCE

- Competitive research and analysis.
- 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.

ACHIEVEMENTS

AIGA Student Mentor

2012 - 2015

AAF ADDY Awards 2008-2016

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

Logo Lounge Vol. 8 & 9

BSA: Eagle Scout Award

ACHIEVED IN 2000

OVER 10 YEARS OF EXPERIENCE

Designer/Information Architect @ Fidelity Investments (Contract)

BOSTON, MASSACHUSETTS | 2016

Part of a select team at Fidelity UXD collaborating, designing, and testing a new investment product targeted at millennial investors. My role was to analyze and provide vision, design and demo prototypes, and explore new concepts within an iterative timeline.

Interactive Art Director @ Atypic Interactive

CHARLOTTE, NORTH CAROLINA | 2011 - 2015

As Art Director, I was responsible for analyzing our client's goals and streamlining them into a digital strategy to communicate their brand, drive sales, and increase customer loyalty. I achieved this by collaborating with my design, development, and SEM teams to create user-friendly responsive interfaces and applications.

Interactive Designer @ Lowe's Home Improvement (Contract)

MOORESVILLE, NORTH CAROLINA | 2010 - 2011

Responsible for designing and implementing a site-wide style guide for the Lowes.com redesign. In addition, I worked with a small Agile team to simplify and streamline the checkout process, while integrating a new customer portal and delivery methods.

Interactive Designer @ Studiobanks (UNION.co)

CHARLOTTE, NORTH CAROLINA | 2007 - 2010

My role here taught me the importance of designing with strategy and purpose to accomplish a clients' goals. That foundation is supported with the basic principles of good design, a simple and straight forward content hierarchy, web standards and usability, and asking "why?" and "what happens next?".

Senior Graphic Designer @ 1st Metropolitan Mortgage

CHARLOTTE, NORTH CAROLINA | 2005 - 2007

Supported, maintained, and evolved the 1st Metropolitan brand internally and in 50+ branches across the US. This required creating promotional materials ranging from regional and national advertising brochures, packaging, trade show exhibits, logos, and sign-age.

EDUCATION

BFA Graphic Design @ The Art Institute of Charlotte

CHARLOTTE, NORTH CAROLINA | CLASS OF 2007