



Hello

It's a pleasure to meet you.

andreosky.com

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MICHAEL ANDREOSKY

HEAD OF BRAND / CREATIVE DIRECTOR

COVER LETTER

Hello,

I am writing to apply for the position. I am confident that my extended experience as a creative professional, comprehensive knowledge of brand development, leadership, and diverse creative professional skills make me ideal for this position. I have owned and operated a brand-centric creative firm and have led an eclectic assembly of creative talents. I've also led creative teams from within enterprise companies.

I enjoy the fast-paced, ever-changing atmosphere of a modernized and mobilized brand, and my energetic spirit and critical thinking skills lend themselves well to a challenging environment. I excel at both written and verbal communication and strive to ensure that every team member works together and is informed at each step of the creative process. Clients have praised me for going above and beyond their expectations (and they are some challenging clients). I can hardly wait to apply my experience and secret sauce to your company. It will be exciting, and we can rise above the challenges set before us. And, you know... have some fun in the process.

The chance to lead within your organization of professionals, develop creative goods, and build lasting relationships as a valued member of your organization would be a pleasure. I think you would enjoy having me in your company.

I look forward to talking with you, showing you the goods, and sharing a few memorable stories I've experienced in brand.

A handwritten signature in black ink that reads "M. Andreosky" with a stylized flourish underneath.

Michael Andreosky



MICHAEL ANDREOSKY

HEAD OF BRAND / CREATIVE DIRECTOR

PERSONAL OBJECTIVE

To use human insights + technology to unlock brand truths. I concept, design, build, produce, and create new ways to tell stories and share awe-inspiring ideas for a wide variety of companies from around the world. It's fun, and in doing so, I've built big brands, grown businesses, and promoted good things. Is it easy? Not always. So I lean into my superpowers: empathy, patience, optimism, curiosity, and hard work. Plus, lots of caffeine.

QUALIFIED

My history of serving as an executive leader, manager, and hands-on talent gives me a unique perspective that helps build, instruct, and create great cultures for teams to be excited, thrive, and grow.

- Building brands from a loose vision into effective internationally known corporate competitors is my happy place
- Extensive experience in advancing brands, creative development, advertising, events, marketing, web/app development, and social media platforms across multiple industries (*AI, software, networking, technology, security, semiconductor, food & beverage, insurance, venture capital, medical, education, fashion, agency, and more*)
- Wide-ranging corporate marketing & communications experience
- Proficient in overseeing and growing multiple brands simultaneously
- Immersed in digital marketing strategies, processes, and content deployment across a variety of platforms
- Founded a brand/creative firm and effectively handle the day-to-day operations
- Advanced large corporate initiatives with brand focus:
 - *Funding of over \$30B*
 - *M&A of over 15+ companies*
 - *Gain of large critical accounts and market share*

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SKILLS

- Brand Strategy
- Management
- Brand Platform Design
- Brand Visual Identity
- UI/UX / Design / Prototyping
- Web / App Development
- Creative Content Development
- Creative Execution
- Creative Operations

EDUCATION

Bachelor of Fine Arts

California State University, Long Beach
(Alum), 1994

Disciplines in design, illustration,
advertising, and persuasion.

Extended Education

Continuous education in classes,
workshops, and conferences to stay
current with cutting-edge tools and
mastering of skills.

EXPERTISE

- Creative Direction
- Team Building
- Decision Making
- Leadership and Training
- Conflict Resolution
- Driven Resiliency
- Digital Illustration / Photography
- Agility (my resting state)

SOFTWARE

- Adobe Creative Suite
- A spectrum of Motion Tools
- A spectrum of Illustration Tools
- Figma / Invision / XD
- Microsoft 365
- Google Workspace
- Atlassian Suite / Monday / Slack
- WordPress /WooCommerce
- Layerslider / Revolution Slider

INTERESTS

I love seeding creative ideas and executing them in new and awe inspiring ways; ... and technology that I can hack to perfection. They are both obsessions. Pushing the boundaries in both these areas is what keeps me up at night. But in a good way.

I also love all board sports, especially skateboarding - I session with a revered group of NorCal skaters. We tour the bay area, go on trips to exotic locations, and enjoy the thrill of overcoming odds and pushing our limits. Plus, it is fun as sh*t, and I get a better adrenalin fix than I do from my morning quad shot latté. (aka the depth charge)

WORK EXPERIENCE

Founder / Creative Director / Designer

Versatyle Design, Inc. / 2001 - Present (Brand/Creative Agency)

I founded Versatyle Design, Inc. (Versatyle Creative) and have effectively helped build corporate brands and immersed myself in creative assignments since its beginnings. I have experience with over 90+ companies and countless products, solving some of their most demanding creative challenges. Below are some of my responsibilities, to name a few:

- Provide vision & brand leadership across all forms of communication
- Supervise and direct creative talent, designs, photography, copy writing, and illustrations on any given project
- Leading creative officer for all brand creations, from initial ideation to final brand material & digital executions
- Building specialized teams of talent that scale and are sustained long term
- Training new talent and companies in product usage, software, and processes
- Remain in the forefront of the “new-new”
- Drive contagious optimism with a healthy dose of reality

Founder / Head of Brand / Product Designer

Hijinx Media Corp/ 2019 - Present (Mobile Gaming Platform)

- Creating positive environments for skate and youth culture
- Leadership in high-level goals and strategy roadmaps
- Created the brand and visual identity platforms
- Developed Figma prototypes and assets for product development
- Managed programming and architecture team
- VC pitching and product presentations/demos
- andreosky.com/portfolio/hijinx-brand/

INTERESTS



Skate

Snow

Surf

Art

Build

Tech

SELECT COMPANIES

Software & Platforms

- Intuit
- Illumy
- Soasta
- Twilio
- Vungle

Artificial Intelligence

- H2O.AI
- Trooly (AirBnB)

Tech & Sciences

- New Energy Risk
- Seatrec
- WorldView

Networking

- Aruba Networks
- Hewlett Packard
- Mist Systems
- Ruckus Networks
- Violin Memory

Semiconductor

- Lantiq
- Maxim Integrated
- Teridian Semiconductor
- Toshiba Memory

Food & Beverage

- Campos Borquez
- Fait Maison

Venture Capital

- Canaan Partners
- HP Pathfinder
- Pelion Ventures
- Ridge Ventures
- AXA / XL Innovate

Medical

- Bruckner Group
- Health Fidelity
- Tautona Group

Security

- Palo Alto Networks

Fashion

- Christopher Blue Jeans
- Hartmarx (conglomerate)
- And Much More...

SELECT EXPERIENCE

Head of Creative / Brand Strategist / Product Designer

Illumy, Inc / 2019 - 2020 (Communications Platform)

- Developed the corporate brand platform, design system, web/mobile platforms, interactive tools, campaign systems, and more
- Developed the UI/UX for mobile and desktop apps
- Designed customer experience for video conferencing and messaging
- Introduced modern workflow processes for design, programming, and marketing to cohesively be more productive globally
- Led teams to position their brand for GTM and market gains
- illumy.com

Creative Director / Designer / Web Developer

Health Fidelity / 2017 - 2021 (AI / Medical)

- Developed the corporate brand platform, design system, web platforms, interactive tools, campaign systems, environmental design, and more
- Created digital marketing tools to generate and track sales leads
- Led creative, interactive, and strategy teams to position their brand and visual identity for acquisition (*Edifecs, Inc. acquired them for an undisclosed amount*)
- healthfidelity.com

Creative Director / Brand Elevation

Toshiba Americas / 2016 - 2020 (Semiconductor)

- I developed the corporate brand platform, design system, web platforms, tradeshow booths, campaign systems, holographic 3D conceptual presentations, keynote decks, and more
- Positioned their brand visual identity for acquisition
- While performing duties, there was a bidding war for Toshiba Memory, including Apple. (*Bain Capital Consortium purchased them for \$18B*)
- andreosky.com/portfolio/toshiba-memory/

Creative Director / Experience Developer

Aruba Networks / 2009-2017 (Networking)

- Created experimental user experiences for product samplings and sales conversion
- Built and led teams to build tools to show network capacity needs, comparison models with competition, and a platform to create healthy qualified sales leads
- Created a lot of brand, sales, and marketing materials
- Developed custom "gamified" apps for sales training

More companies and experience can be supplied upon request.
Just ask.

Full list at: andreosky.com/clients