

MICHAEL ANDREOSKY

BRAND AND CREATIVE DIRECTION

PERSONAL OBJECTIVE

To use intuitive human insights with technology to unlock brand truths.

To concept, design, build, produce, and work with talented people to create new experiences, tell stories, and share awe-inspiring ideas. I have done this for companies 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. My experience in short:

- Building brands from a loose vision into effective internationally known corporate competitors is my happy place
- Extensive experience in building and advancing brands, creative development, advertising, events, marketing, web/app development, and social media campaign development 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 agency 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
 - Critical account wins and market share gains

[View My Portfolio](#)

[View My Customer Experience List](#)

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CREATIVE & BRAND SKILLS

- Brand Strategy
- Creative Strategy and Direction
- Brand Platform Design
- Brand Visual Identity
- UI/UX / Design / Prototyping
- Web / App Development
- Creative Content Development
- Creative Execution
- Creative Operations
- Digital Illustration / Photography

MANAGEMENT SKILLS

- Team Building
- Oversee Outside Agencies
- Management and Direction
- Decision Making
- Leadership and Training
- Conflict Resolution
- Driven Resiliency
- Budget Planning
- Culture Curation
- Agility (my resting state)

SOFTWARE SKILLS

- Adobe Creative Suite / Sketch
- 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
- Other small software products

WORK EXPERIENCE

Founder / Creative Director / Designer

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

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, copywriting, 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

Head of Brand / Product Designer / Co-Founder

Hijinx Media Corp (Mobile Gaming Platform) 2019 - Present

- 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

Creative Director / Designer / UX

Health Fidelity (AI / Healthcare) 2017 - 2021

- 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*)



Skate



Snow



Surf



Art



Build



Tech

INTERESTS

I love seeding creative ideas and executing them in new and inspiring ways. Whether through a paintbrush or hacking code into submission, I have a healthy obsession with both.

I also love all board sports, especially skating – I session with a revered group of NorCal skaters, go on trips to outlandish locations, and enjoy the thrill of overcoming odds and pushing limits. Plus, it's full-on physical fun, and I get a better adrenalin fix than I do from my morning quad shot latté. (aka the depth charge)

EDUCATION

Bachelor of Fine Arts

California State University, Long Beach

Disciplines in design, illustration, advertising, and behaviorism.

Extended Education

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

SELECT EXPERIENCE

Creative Director / Product Designer / UX

Illumy, Inc. (Communications Platform) 2019 - 2020

- Directed teams in developing 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 share gains

Creative Director / Brand Elevation

Toshiba Americas (Semiconductor) 2016 - 2020*

- 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*)

Creative Director / Information Design

Twilio (Software) 2016 - 2017*

- Led team to interpret complex societal user data and converted it to simple easy-to-digest visual storytelling formats
- Development of information architecture of online viewing
- Created visual aesthetics & design for the mobile messaging rollout

Creative Director / UI-UX Developer

Aruba Networks (Networking) 2009-2017*

- Created experimental user experiences for product samplings and sales conversions
- 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 variety of brand assets, sales, and marketing materials
- Developed fun customizable apps for sales training

[More companies and experience can be supplied upon request, or browse them on my Comprehensive Digital CV.](#)

*Contract Hire

SELECT EXPERIENCE

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...

EXTENDED EXPERIENCE

Software

AppMethod
Astoria
Astreya
EIDR
Government Outreach
Hijinx
illumy
Intromit
Intuit
JRG Software
Moxie
Soasta
Twilio
Vungle

Technology

Bio App Research
InnerPlant
Microtech
New Energy Risk
Quest Innovation
RASIRC
SRS Sound Labs
Seatrec
Sound ID
WorldView

Networking

Aruba Networks
Capella
Celona Networks
Ditech Communications
Fianium
Hewlett Packard
Imperva
Juniper
Komprise
Mist Systems
Ondax
Ruckus Networks
Storvisor
Talena
Tegile Systems
Vello Systems
Violin Memory

Non Profit

Deliver Danville
FitKids
Hillside
PSWC
Rolling Hills
The Creek
Venture Sparks
World Vision

Artificial Intelligence

H2O AI
KnowLabs (Udacity)
Trooly / AirBnB

Semiconductor

Lantiq / Intel
Maxim
Micrel
Symmetricom
TDK Semiconductor
Teridian Semiconductor
Toshiba Memory

Food and Beverage

Campos Borquez
Cherubini
Fait Maison
Heavenly Desserts
New Vine Logistics
Purely Eden
Redmon Vineyards
Two Friends of Mine

Venture Capital

Authentic Partners
Bowne
Canaan Partners
Fearless Ventures
HP Pathfinder
IDG
InterWest Partners
OAK
Pelion Ventures
Ridge Ventures
Thompson Hutton, LLC
Woodside Capital
XL Innovate

Agency

Alma Partners
Mighty Digital
RBG Marketing
Stepping Out
VSC PR

Education

Art For Life
Chabot Space Center
Extreme Learning
KnowLabs (Udacity)
Oakland School for the Arts
Plan Ready
Quadrix
Streets Of Hope

Insurance

AXA XL
Choice Administrators
Climassure
New Energy Risk

Medical

Antiva
Autism Project
Bruckner Group
EndoGastric Solutions
Health Fidelity
Labrys
MitraSpan
Ocular Sciences
Tailwind Veterinarians
Tautona Group

Security

CipherCloud
Palo Alto Networks
SafeCall

Fashion

Christopher Blue Jeans
DeBag
Jag Jeans
Pine 4 Jeans
SBAI - conglomerate
Hartmarx - conglomerate
Trooyu Boots
Worn Jeans
34 Stitches

Industrial

1-800-Radiators
ACA Building Systems
Glass Dynamics
MX Auto
Material Expressions
Suppress Materials

Misc.

April Rain
At The Candy Shop
BIN International
BirdDog Digital
Holiday Handcrafts
Jardin Maurice
LightCounting
Rasmussen Planning
Rock n Jump
Scheg Law, LLC
SticknFit
TGSM
Tremco

Full list at: andreosky.com/clients