



# Hello

It's a pleasure to meet you.

[andreosky.com](http://andreosky.com)



## CONTACT

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# MICHAEL ANDREOSKY

FULL-SPECTRUM DESIGNER & BRAND DIRECTOR

## COVER LETTER

Hello.

I've spent my career making brands impossible to ignore, leading agencies, directing creative teams, and doing the kind of work that clients still bring up years later. Designing holistically means I operate across social content, digital experience, and campaigns without losing the narrative thread.

I genuinely love the chaos of fast-moving brands. The ever-shifting briefs, the "we need this by Friday" pivots, the unexpected challenges. That's where I do my best work. I actively integrate AI into project workflows, not as a shortcut, but as another tool in the arsenal that keeps creative output sharp and production moving. Colleagues and clients have told me I go above and beyond their expectations. I can't help myself.

I'd love to bring that same energy, and yes, the secret sauce, to your team. I promise the work will be exciting and, frankly, we'll have some fun getting there.

Let's talk. I've got the goods, and a few stories worth telling.

Kindly,

Michael Andreosky

# MICHAEL ANDREOSKY

FULL-SPECTRUM DESIGNER & BRAND DIRECTOR

## 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 go to mindset and experience.
- Extensive experience in building and advancing brands, creative development, advertising, events, marketing, web/app development, and digital 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](#)**

**[View My Online CV](#)**



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## CREATIVE & BRAND SKILLS

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

## CORE AI PLATFORMS

- Midjourney
- NanoBanana
- Topaz
- VEO3
- Kling
- ElevenLabs
- Claude (Suites)
- ChatGPT (Suites)
- Grok (Suites)
- Various Vibe Code Platforms
- Other integrated product AI
- And other Neo labs

*These disciplines change constantly as the tech platforms leapfrog each other on any given Tuesday.*

## AI EXPERIENCE

**I believe human creativity is the differentiator. Strategy, taste, intuition, and cultural awareness are what make storytelling resonate and stand out in a saturated market. I use AI as a production accelerator, not a creative substitute. Vision, positioning, and targeting decisions are human-led. AI helps execute faster, explore wider, and refine sharper, always guided by real creative judgment.**

### Applied AI Creative Systems & Emerging Media

- **Generative Visual Direction**  
Built high-end concept imagery and campaign explorations using Midjourney and NanoBanana. Directed outputs with brand-aligned prompts, iterative refinement, and compositing workflows inside Adobe tools.
- **AI-Native Video Production**  
Developed concept-to-delivery video content using VEO3 and Kling for rapid prototyping, narrative testing, and campaign visualization. Integrated AI voice synthesis via ElevenLabs for scalable explainer and social formats.
- **Strategic Content Engineering**  
Leveraged ChatGPT and Grok Create to architect messaging frameworks, conference campaigns, long-form to short-form content systems, and cross-platform social strategies.
- **AI-Assisted Development & Prototyping**  
Used Claude Code and AI-supported workflows to rapidly prototype landing pages, email templates, and lightweight front-end builds. Reduced production timelines while maintaining design integrity.
- **Workflow Innovation & Experimentation**  
Continuously test emerging generative platforms to increase creative velocity, expand ideation range, and integrate AI into scalable brand ecosystems.

### AI Strategy & Creative Acceleration

- Built AI-driven creative pipelines across video, still imagery, and digital experiences.
- Integrated VEO3, Kling, and ElevenLabs into scalable video production workflows.
- Directed generative visual campaigns using Midjourney and advanced prompt systems.
- Engineered content ecosystems with Claude, ChatGPT and Grok to support conference marketing, brand storytelling, and authority positioning.
- Prototyped front-end experiences frameworks using Claude Code to accelerate launch cycles.
- Positioned AI as a creative amplifier for teams, not a replacement for creative judgment.

## 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
- Figma / More
- A spectrum of Motion Tools
- A spectrum of Illustration Tools
- Capcut
- Canva (for team distribution)
- Microsoft 365
- Google Workspace
- Various Analytics Software
- Atlassian Suite / Monday / Slack
- WordPress / WooCommerce
- Layerslider / Revolution Slider
- Integration Tools
- Other small software products

## 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, 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

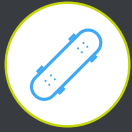
*Hijinx Media Corp/ 2019 - Present (Mobile Gaming Platform)*

- 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

### Holistic Designer

*Stytch\* / 2025 (Software)*

- Asked to join the design team to help them through a transitional period
- All design, events, social, advertising, and web products
- Concept ideation and development of Stytch.tv
- Delivered a brand elevation push as they transitioned for a company acquisition



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 & prompts 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. 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 master classes, workshops, and conferences to stay current with cutting-edge tools and mastering of skills.

## SELECT EXPERIENCE

### Creative Director / Product Designer / Digital Marketing

*Illumy, Inc / 2019 – 2020 (Communications Platform)*

- 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 / Designer / Brand Elevation

*Toshiba Americas\* / 2016 – 2020 (Semiconductor)*

- 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 / Designer / Information Design

*Twilio\* / 2016 – 2017 (Software)*

- 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 / Designer / Product Designer

*Aruba Networks\* / 2009-2017 (Networking)*

- 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  
Stytch  
Twilio  
Vungle

### Artificial Intelligence

H2O.AI  
Trooly (AirBnB)

### 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**  
**Stytch**  
**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 Dyanamics**  
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