

Mike Mazar

Creative Director, Designer, AI Guardrail Architect

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Hands-on creative leader working at the intersection of brand design and applied AI. I build the visual systems brands ship and the guardrail systems that keep their AI on-message. Twenty-five years of agency leadership, now operating as a founder and partner across three studios — designing identities, shipping Webflow sites, and architecting the contextual safety layer for LLM workflows.

CAPABILITIES

AI & Governance Contextual guardrail design, ethical AI communications, prompt engineering, MCP integration, LLM workflow architecture, AI-assisted content production

Brand & Design Brand identity systems, brand books, visual identity, advertising design, art direction, logo design, typography

Web & Product Webflow development, UX/UI design, responsive design, interaction design

Leadership Creative direction, client strategy, team building, integrated campaign development, recruitment marketing

EXPERIENCE

Lead Contextual Guardrail Architect · meetsynthia.ai

Jan 2026 – Present

Designing the contextual governance layer that shapes how enterprise AI systems communicate. Building guardrail frameworks for regulated verticals with a focus on compliance accuracy, brand voice fidelity, and transparency.

- Developing MCP-integrated content workflows that combine brand guardrails, compliance rules, and creative direction in a single deployable layer.

Managing Partner, Design · ART X MACHINA

Sep 2024 – Present

Co-founder of a marketing collective designing at the intersection of creativity and technology. Leading creative and design strategy for client engagements that pair traditional brand craft with applied AI and deep marketing expertise.

Founder · Mazar Design Group

Dec 2023 – Present

Independent design studio delivering brand identity, web, and marketing systems for direct clients and agencies. Recent work spans CPG, automotive, insurance, and wellness.

- Built a complete brand identity system for All-In-One Automotive.
- Shipped Webflow builds for multiple clients including DNS cutovers and Squarespace migrations.
- Produced brand-aligned marketing content for Dr. Praeger's and PeriActive using custom AI-assisted guardrails.

Executive Creative Director · Accenture Song (*acq. Wire Stone*)

Jun 2017 – Jul 2023

ECD leading diverse teams across brand, advertising, and recruitment marketing. Co-creative lead on the Jamaica Tourism global brand campaign, driving design and typographic direction. Increased qualified applicants across federal recruitment campaigns (TSA, DEA, CBP, BOP). Led digital transformation of the Sprint creative organization.

Executive Creative Director · Wire Stone (*acq. Tenthwave*)

Jun 2016 – Jun 2017

East Coast ECD managing creative in NY while collaborating with leadership across the country. Pitched and won the Subway CRM account — *the work that led to Accenture's acquisition of Wire Stone in 2017.*

Partner, Creative · Tenthwave Digital

Jan 2011 – Jun 2016

Creative partner at a mid-size digital agency. Led an ahead-of-its-time Duncan Hines community redesign; conceptualized and developed a next-gen tablet viewing experience for Warner Bros Pictures; creative director on social campaigns for Time Inc., Farmers Insurance, and Pinnacle Foods.

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SELECTED CLIENTS

Brand & Agency Warner Bros., Time Inc., Subway, Sports Illustrated, NHL, Hearst, Duncan Hines, eBay, PayPal, Crayola, Jamaica Tourism, Farmers Insurance, Sprint, GAP, Dr. Praeger's, U.S. Government (TSA, DEA, CBP, BOP)

EDUCATION

MFA, Computer Graphics Design · Rochester Institute of Technology

AAS, Advertising Design · Fashion Institute of Technology

BS, Studio Art · SUNY Oneonta