

# Michael Scully



## CREATIVE & BRAND LEAD

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### Summary

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A multidisciplinary creative lead with 15+ years of experience. While my career began in digital design, I've since mastered applying a proven knack for storytelling and problem-solving across print, video, motion, and experiential media. I excel at leading high-performing teams with empathy and a focus on clarity and the crucial balance of quality and quantity. Equally skilled at hands-on execution across all mediums and at managing complex relationships with executives and cross-functional stakeholders to drive project success.

### Experience

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#### Powin LLC | Brand & Design Lead

2024-2025

- Established creative direction and comprehensive visual strategies for global brand initiatives from early ideation to final delivery
- Delivered key brand assets, including storyboards, detailed briefs, and high-fidelity designs, to establish a cohesive brand aesthetic across multidisciplinary campaigns
- Collaborated with product and sales teams to bring visual narratives to life in digital environments while ensuring brand consistency
- Directed external agencies through concept-to-execution process, maintaining creative standards across all touchpoints
- Launched scalable systems for intake, creative review, and stakeholder collaboration across global markets
- Established visual identity frameworks supporting investor communications and sales enablement initiatives

#### M Financial Group | Creative Services Director

2021 – 2024

- Led creative strategy and execution for comprehensive brand initiatives during company rebrand and digital transformation
- Directed visual storytelling and developed unique visual brands for over 12 major corporate events, ensuring cohesive brand expression across all touchpoints, including booth design, video, signage, and collateral
- Built and led a multidisciplinary in-house creative team, managing all operations while also overseeing external agency partnerships
- Developed and maintained brand system integrity across digital channels, partner enablement, and sales materials
- Created scalable design toolkits, templates, and visual standards ensuring consistency across teams, vendors, and partner firms
- Evaluated and implemented project management workflows to optimize creative review cycles and cross-functional alignment
- Collaborated with all firm business units (Wealth, Practice Consulting, Securities, Compliance, Facilities, etc.) to balance creative vision with business objectives

#### M Financial Group | Experience Design Manager

2019 – 2021

- Defined comprehensive UX/UI systems and visual standards to streamline digital product delivery aligned with brand evolution
- Designed and led modular content strategies for advisor platforms, creating persona-based user journeys and branded microsites
- Facilitated cross-functional collaboration across product, marketing, and compliance teams for efficient go-to-market execution
- Established design system foundations that supported scalable brand expression across digital touchpoints

## Providence Health & Services | Senior Interactive Designer

2014 – 2019

- Led creative strategy and visual design execution for digital health initiatives, mobile applications, and service launches
- Navigated regulatory compliance constraints while delivering patient-centered creative solutions through compelling storytelling
- Ensured brand consistency and accessibility (WCAG) standards across digital and physical brand touchpoints
- Led email marketing design and development efforts
- Led animated programmatic display ad design efforts, resulting in click rates 20% above industry standards

## Yes Agency/ Data-Axle | Creative Lead

2008-2014

- Directed and executed **multichannel creative campaigns** for enterprise clients, including eBay, Coca-Cola, Hewlett Packard, and Intel
- Created emotionally engaging, performance-driven creative across email and landing page campaigns
- Mentored junior designers while managing creative operations for high-velocity production environments
- Developed visual storytelling approaches that balanced aesthetic sophistication with conversion optimization

## Education

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### University at Buffalo, B.A.

English Literature | cum-laude

### Portland State University, Certification

Multimedia & Design

### General Assembly, Certification

User Experience Circuit

## Core Competencies

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### Creative Leadership & Vision

Brand Strategy, Creative Direction, Visual Storytelling, Design System Development, Cross-Functional Collaboration

### Design & Execution

Adobe Creative Suite (Expert), Figma, Motion Graphics, Typography, Layout Design, Photography Direction, Illustration Oversight

### Strategic Operations

Project Management, Stakeholder Alignment, Agency Oversight, Creative Process Development, Quality Standards, Mentorship

### Digital & Brand Systems

Web Design, Landing Page Optimization, Design Systems, Brand Guidelines, Multi-Platform Consistency, Responsive Design

### AI workflow Enhancement

Prompt writing & AI output evaluation for creative workflows, AI tool integration for efficiency and inspiration including: Midjourney, Gemini, Nano-Banana, Claude, Chat GPT, Relume, Adobe enhancements

## Awards

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- Silver - Best use of Video for Learning - Brandon Hall Group
- Silver - Best Advance in Custom Content - Brandon Hall Group
- Gold – American Business Awards
- Silver – Horizon Interactive Awards
- Best Email Design – PR Daily
- Best Triggered Email – Marketing Sherpa