

Michael Lawton

CONTACT

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Content and creative consultant with extensive experience building identities and re-energizing brands. Develop designs that clearly communicate, inspire audiences, and trigger growth. Specializing in hands-on art direction, typography, storytelling, directing illustration and motion projects.

CONTRIBUTIONS & ACCOMPLISHMENTS

■ The Foundry, Time Inc., Consulting Creative Director, 2016–Present

Successfully integrated brand global style guidelines into the redesign of Ford Motor Companies customer marketing touch point, *My Ford*. Mentored staff on visual and content storytelling techniques. Built Ford concepts for print, tablet, and animated logo lockups with in-house editors, photo editors, designers, video producers, and technology teams.

■ Michael-Lawton.com, Creative Director, 2016–Present

Conceive, art-direct, design and develop new brand products for: Time Inc., The Foundry: Deloitte, Ford, F-150, Geico; *The Hollywood Reporter*; *XOP* (Women's apparel fashion brand); *AARP*.

■ Fortune, Time Inc., Creative Director, 2015–2016

Addressed declining sales, younger demographic targets, and simplified the presentation of complex business content across print and digital platforms. A fresh, user-friendly design was implemented which increased reader engagement and achieved a 20 percent boost in Satisfaction Survey ratings. Cover designs drove higher newsstand sales.

■ Popular Mechanics, Hearst, Design Director, 2004–2014

Relaunched the century-old title and increased customer base. Created, developed and implemented multiple redesigns for the magazine, books, digital, apps and video touch points. Brand evolution was recognized with industry accolades and gold medal design awards. Conceived and designed the company's first tablet App; UI/UX concepts were used on all of Hearst's subsequent brand rollouts. Art-directed event branding, AfterEffects motion graphics, data visualizations and YouTube teasers.

■ Sports Illustrated, Time Inc., Design Director, 2003–2004

Developed and designed the highly successful *On Campus* magazine, *SI*'s first venture into the college market. Redesigned the annual Olympics issue which went on to win the coveted Ellie award from the American Society of Magazine Editors.

ADDITIONAL EXPERIENCE

Rodale, Consulting Design Director
Men's Journal, Wenner Media, Art Director
Sports Afield, Hearst, Art Director
Longevity, General Media, DC Comics
and Simon & Schuster

EDUCATION

Syracuse University, B. F. A., Advertising
& Communication Design.
Rhode Island School of Design,
Pre-College Program.

NOTABLE

Ad Age Media Vanguard Award, iPad app;
AdWeek, Hot List; *American Illustration*;
American Photography; Art Directors Club;
Communication Arts; MIN Tablet Editorial &
Design Awards; Society of Illustrators, silver
medals; American Society of Magazine Editors,
Magazine of the Year and General Excellence;
Society of Publication Designers, silver and gold
medals. I have also served on various industry
design juries and as a speaker at the Magazine
Design Conference Copenhagen.