



michaelhindman

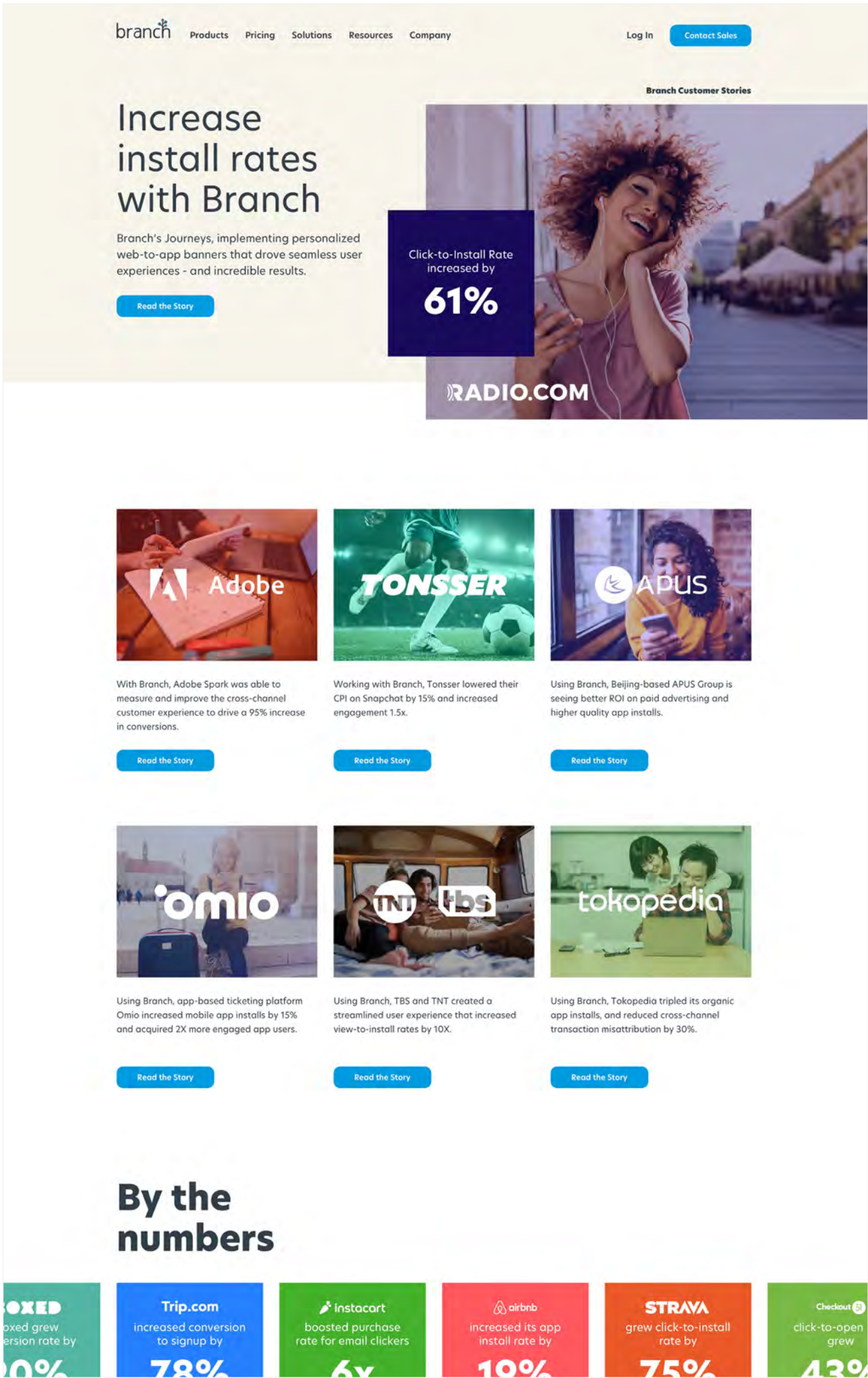
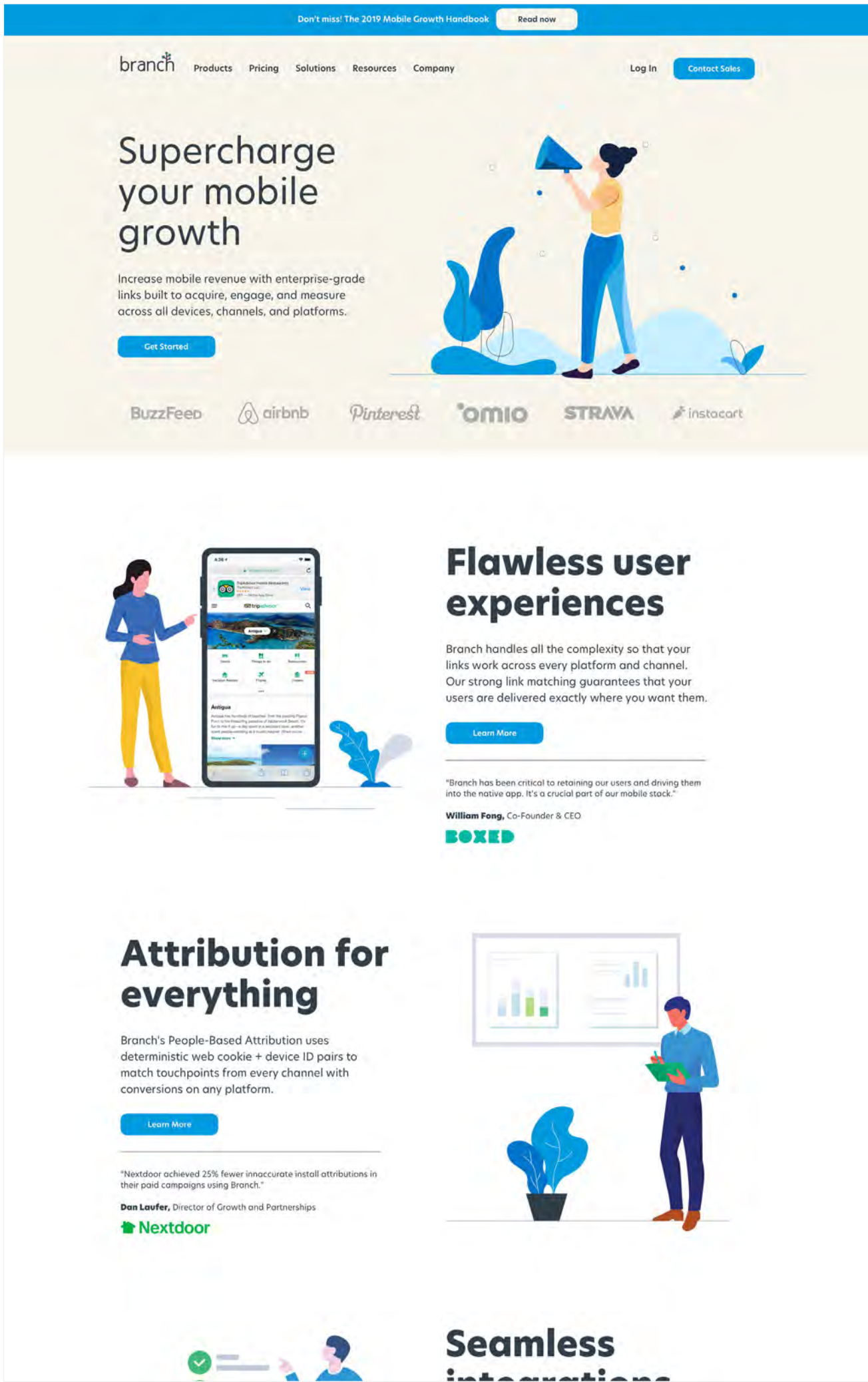
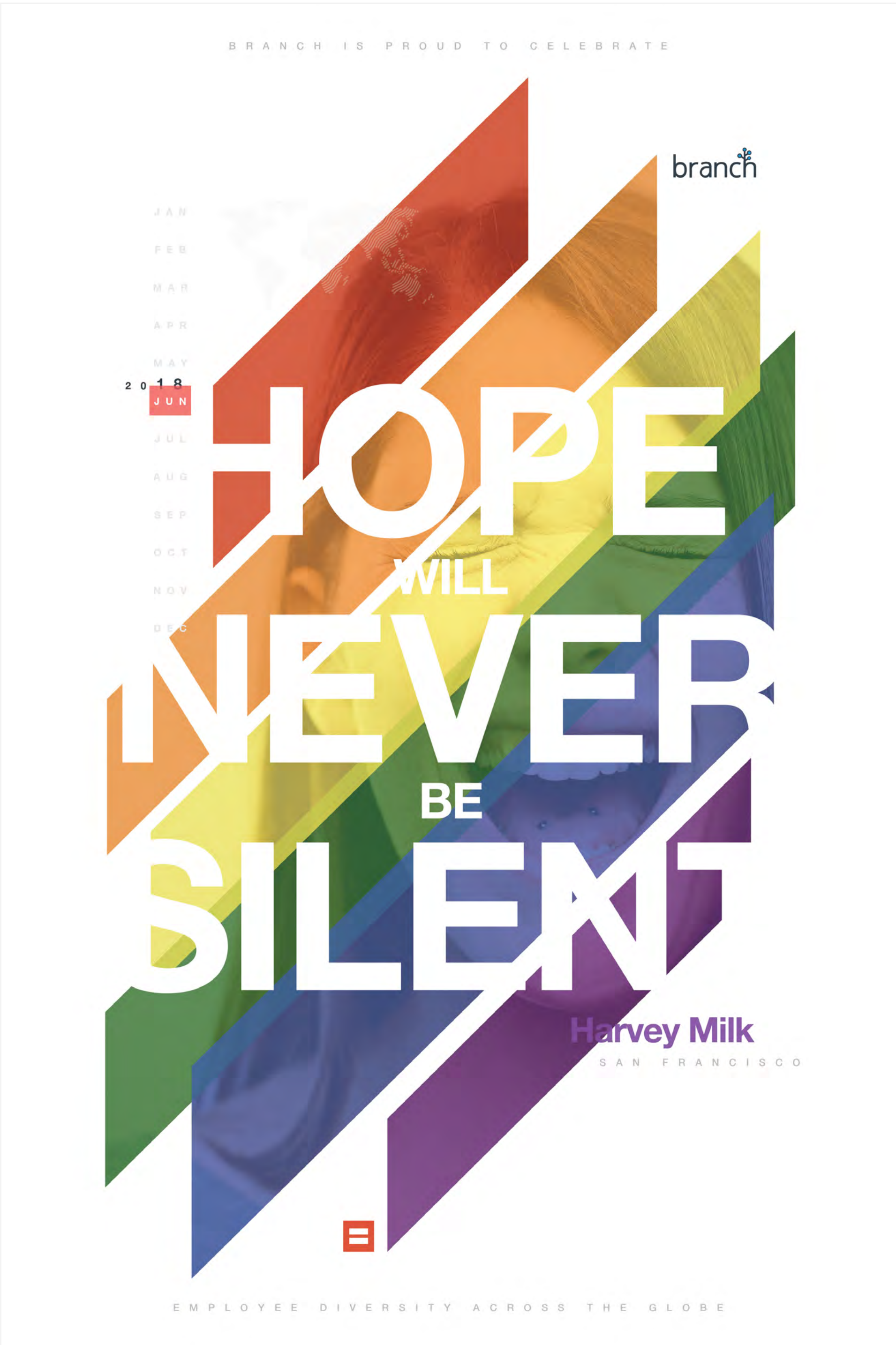
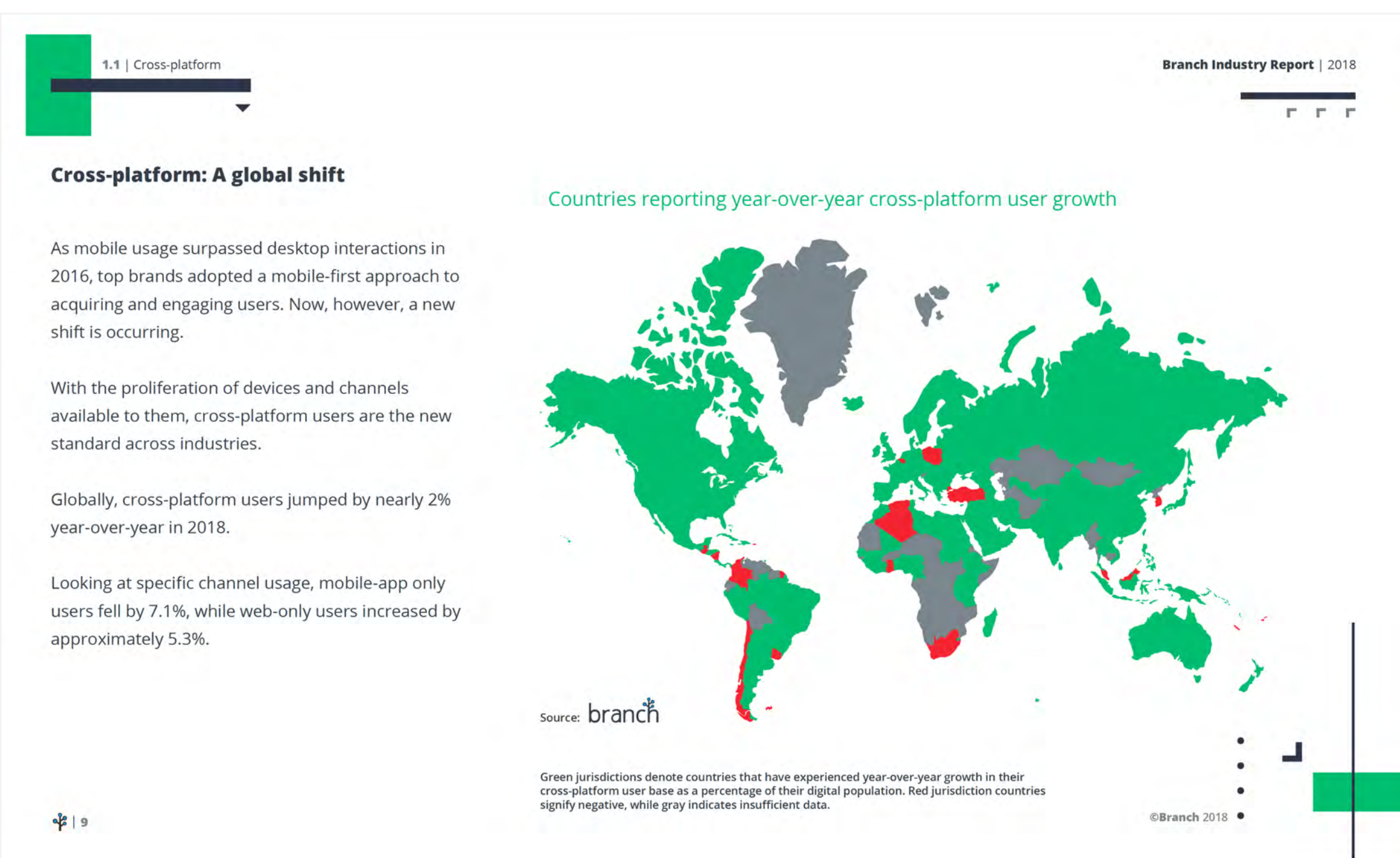
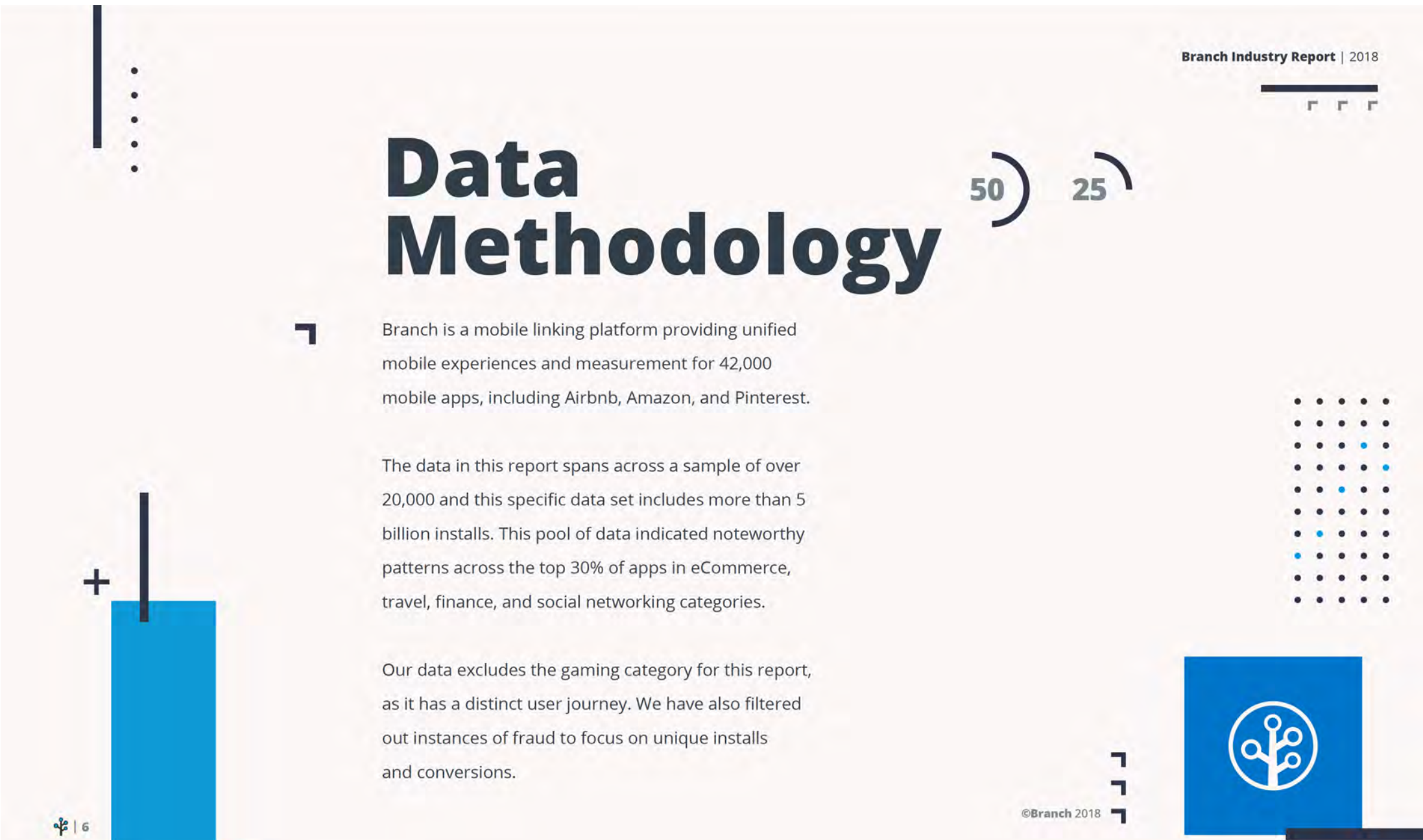
Creative Direction + Photography

 847.899.1565

me@michaelhindman.com 
website
michaelhindman.com
@michaelhfoto 
+



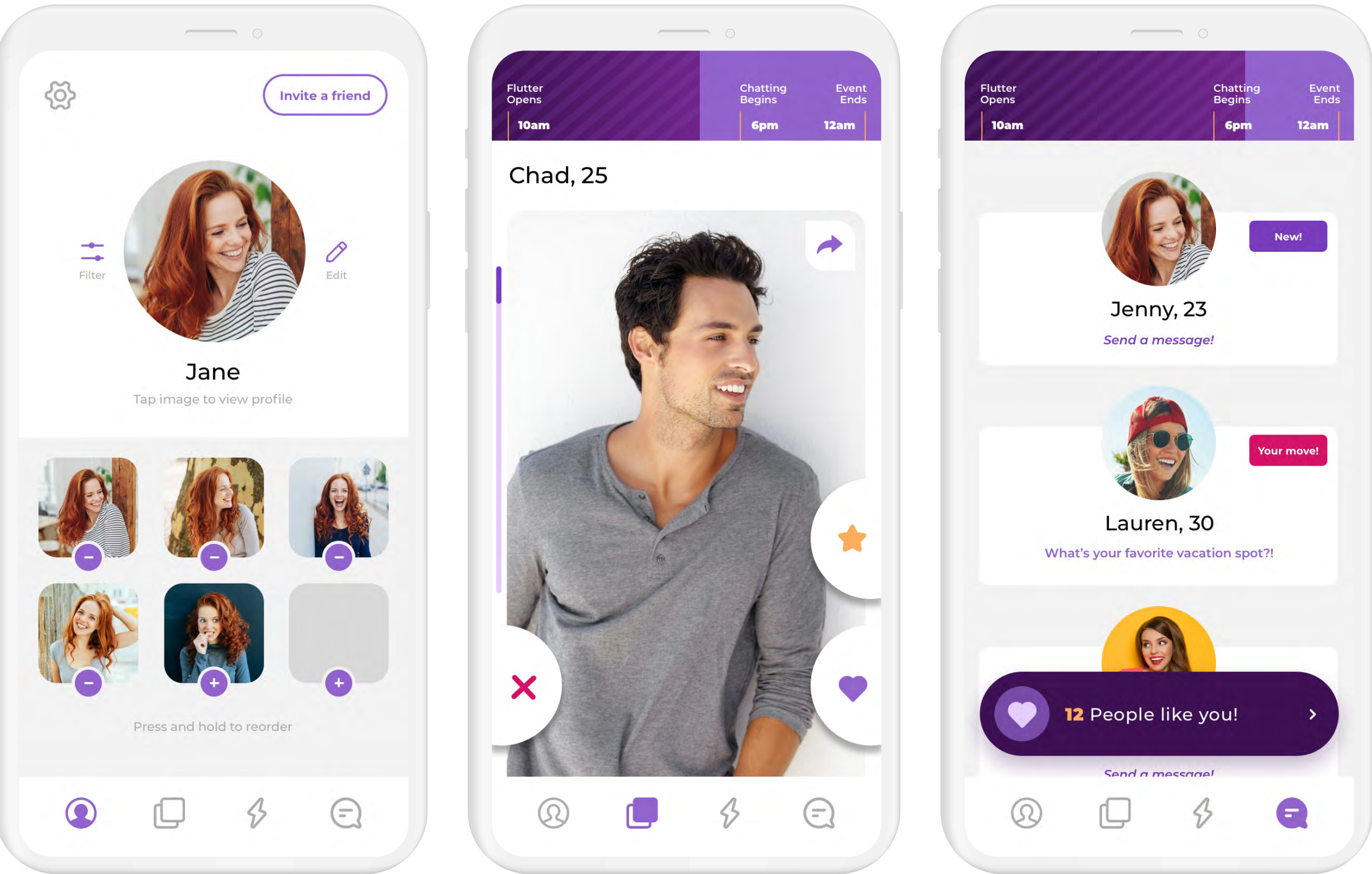
When I started at Branch there was a problem with the cohesiveness of their brand assets. I was brought in to help unify their creative direction and uplevel the brand going forward. In addition to the main brand, I also led the creation of Branch’s first tech conference, as well as rebranded their popular global MeetUps. I managed a team of creatives tackling web, advertising, video, product and marketing creative assets across multiple offices.



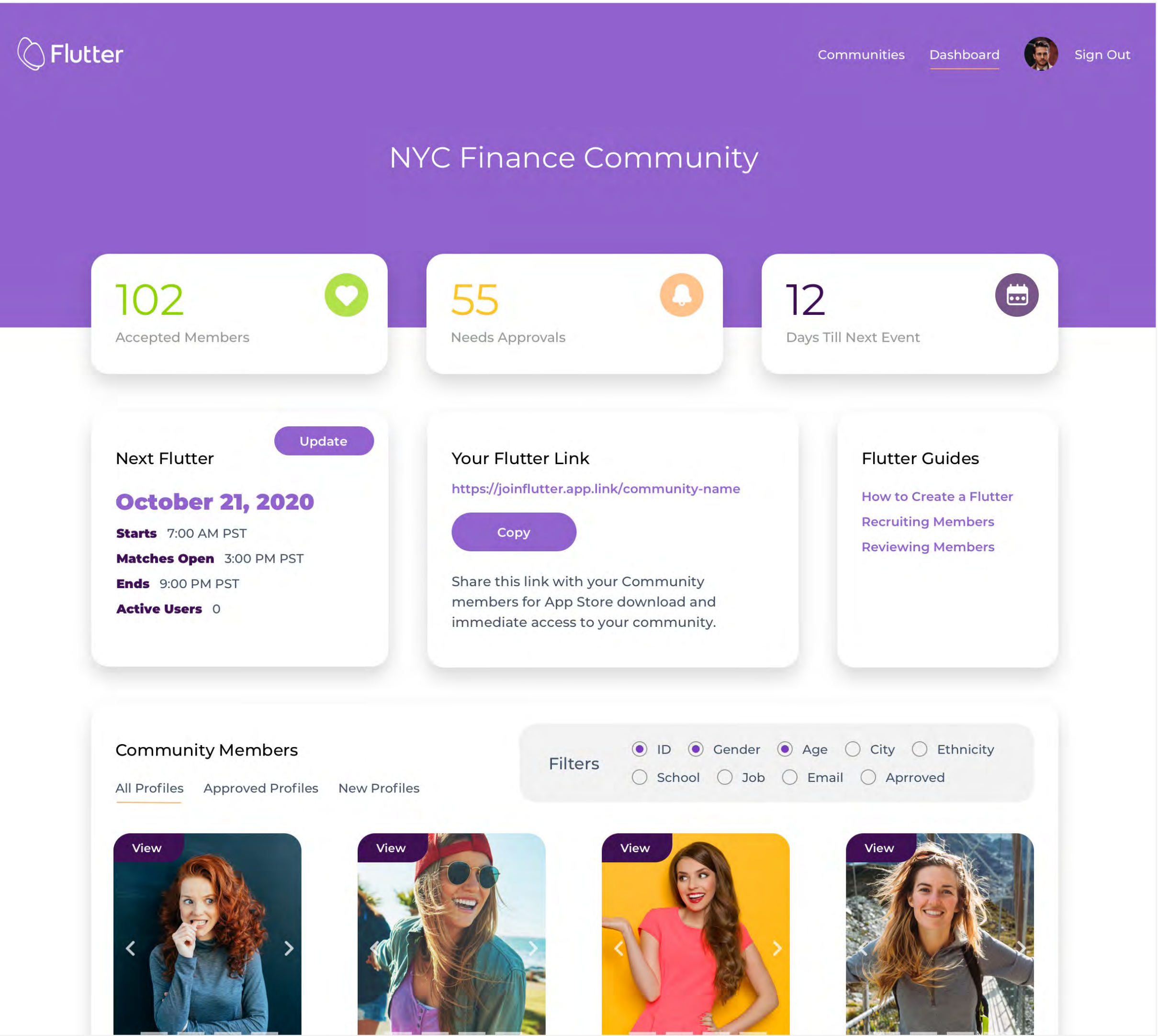


Flutter was born out of the idea to create a better dating experience, and to build a community that wanted to be engaged, present and active during the dating process. We built a product and a brand around that idea, putting the power back in the hands of the user in a dating day experience by forcing users to engage or lose their matches and conversations when the clock struck midnight. I was involved in brand creation and all creative direction from app design to advertising, as well as strategizing on business and company direction.

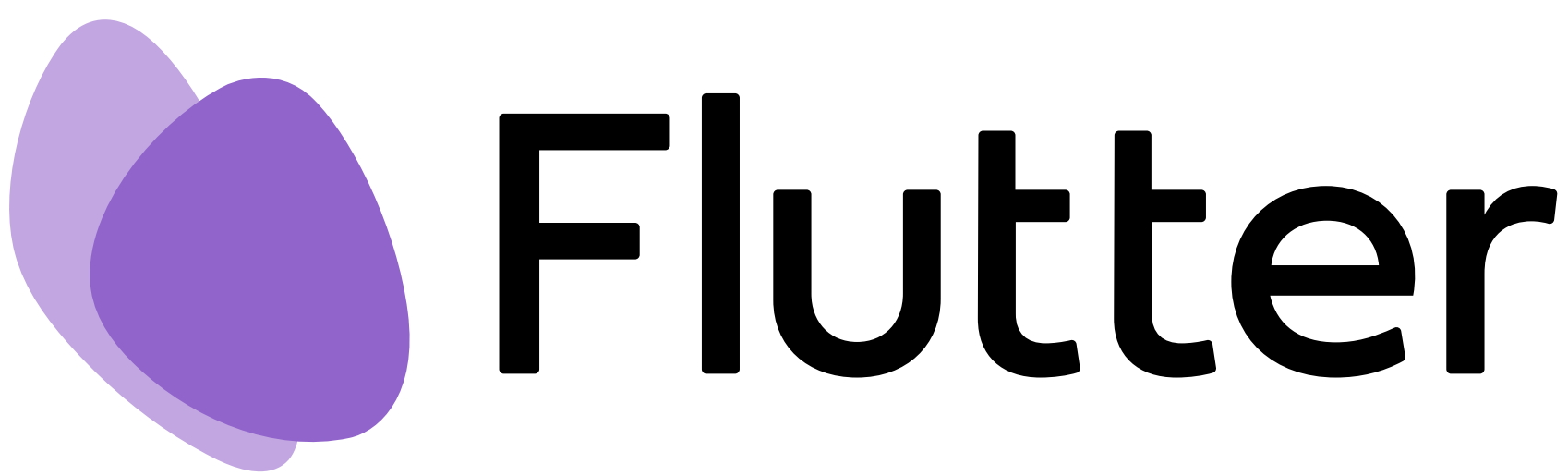
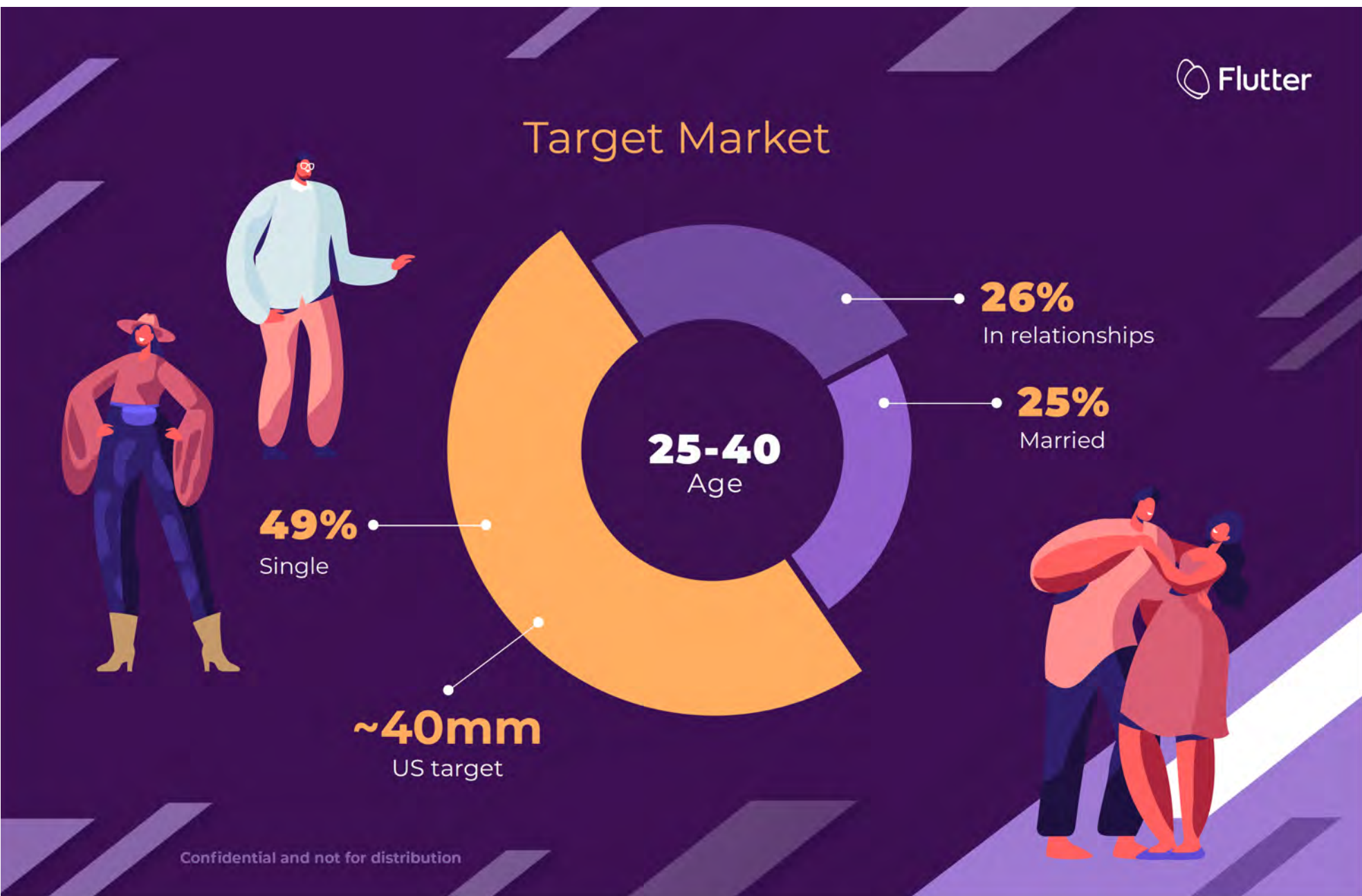
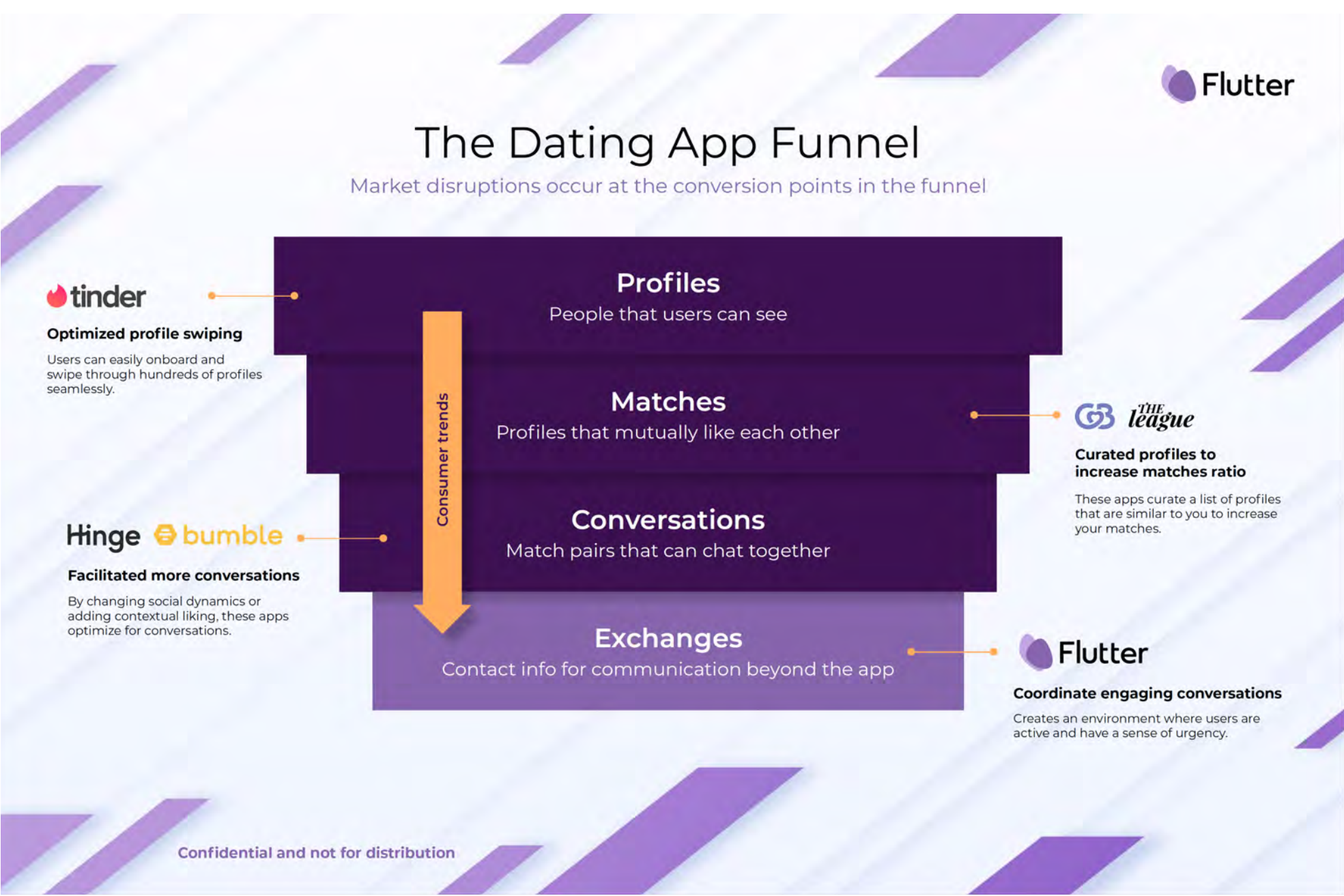
Flutter dating app



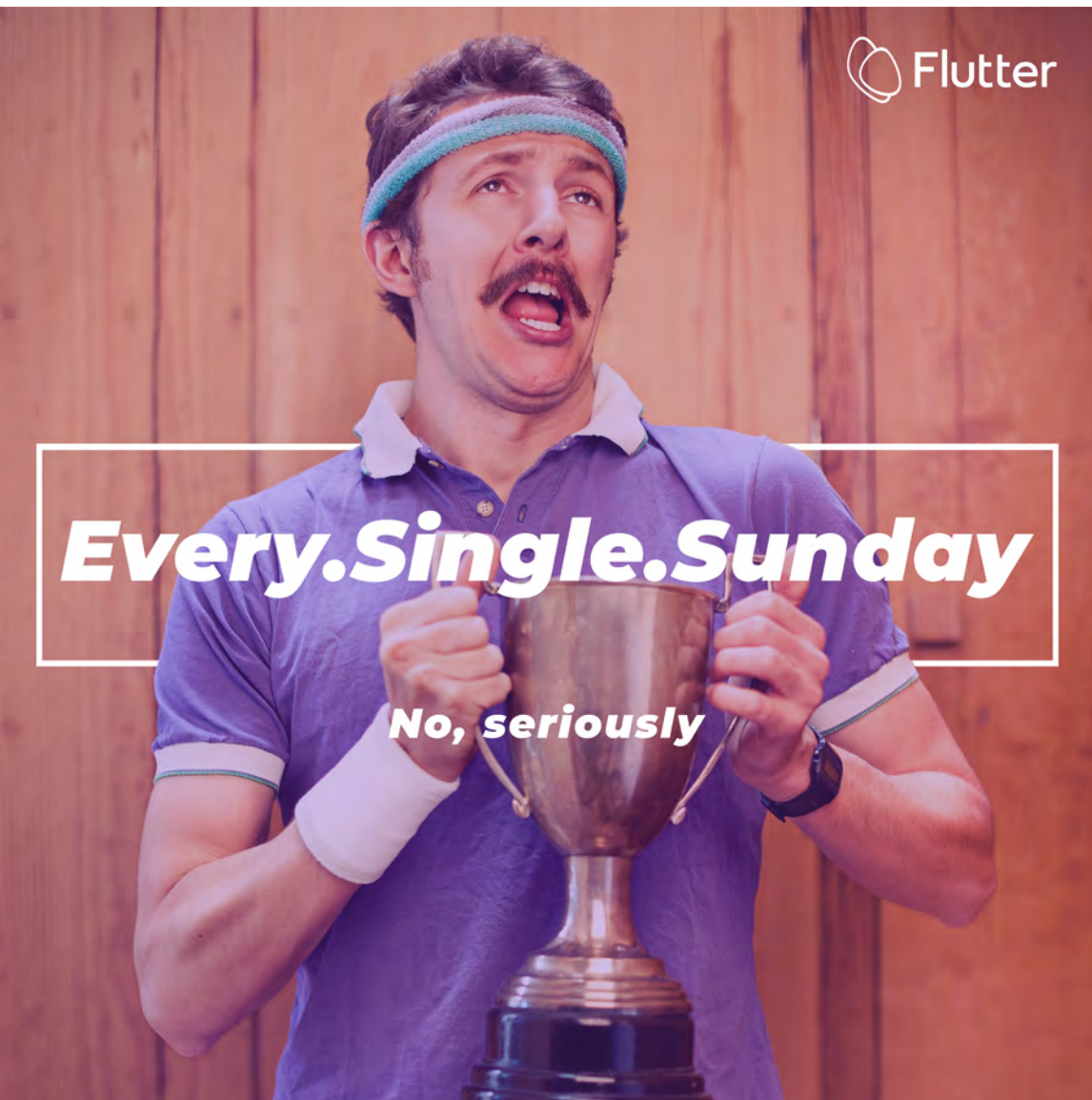
Community dashboard



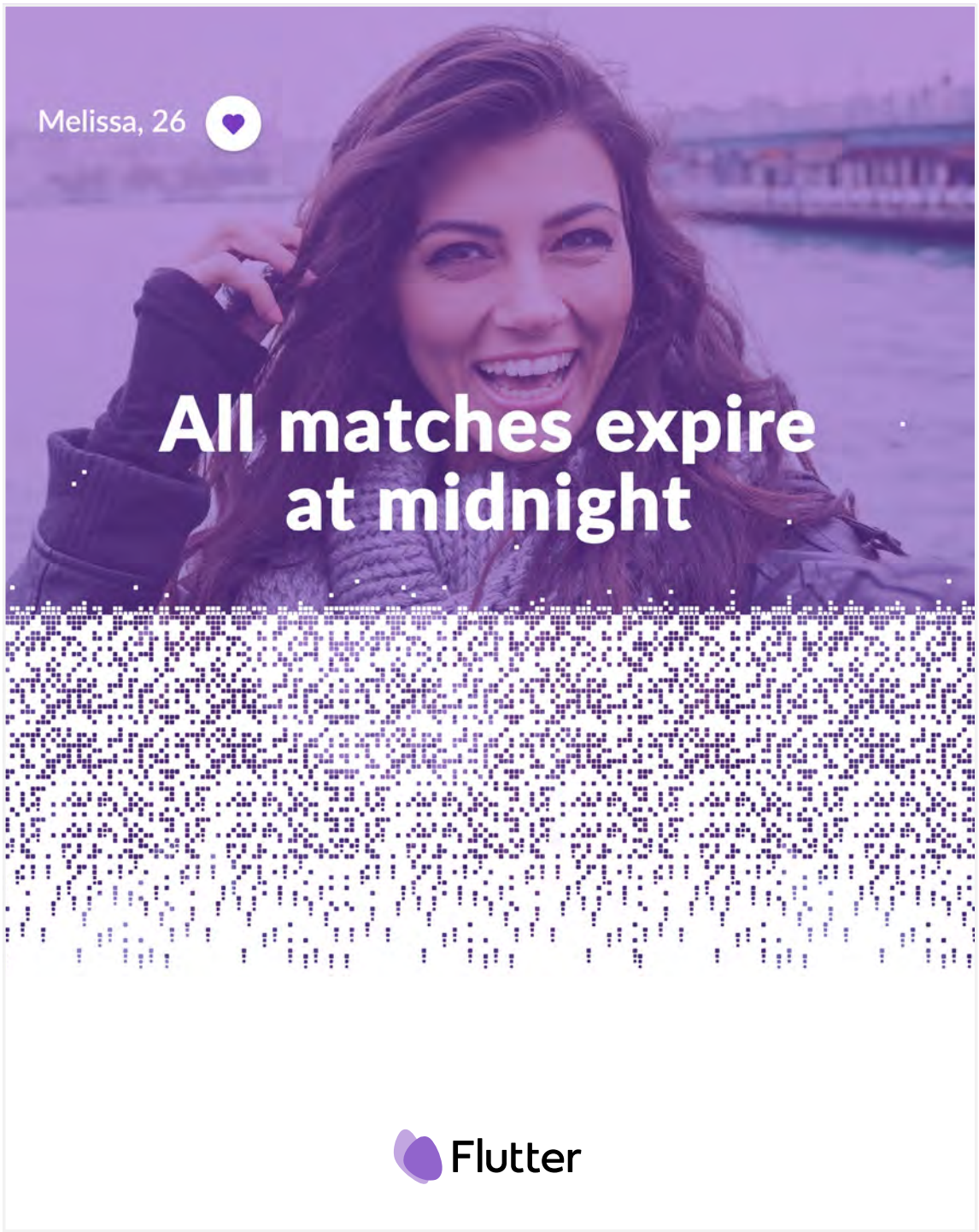
Pitch deck



Every.Single.Sunday ad campaign



Expire ad campaign



Weekly open IG posts





MuleSoft was looking to increase its hiring and was looking to attract talent from across the Bay Area. They wanted a campaign that spoke to how incredible our employees are and the type of top talent we are looking for. After rounds of creative deliberations MuleSoft's superheroes were born. The idea was to showcase our own employees in the campaign, reinforcing how much they love the company and showcasing the amazing skills they bring to the company. The campaign was not only conceived internally, but also was produced internally. We delivered an eye catching environment and an onsite experience when riders arrived at Caltrain's San Francisco station.



- + Increased applications by 30% during campaign
- + Saved MuleSoft \$150k by executing everything in-house
- + LinkedIn wrote a featured article about the campaign

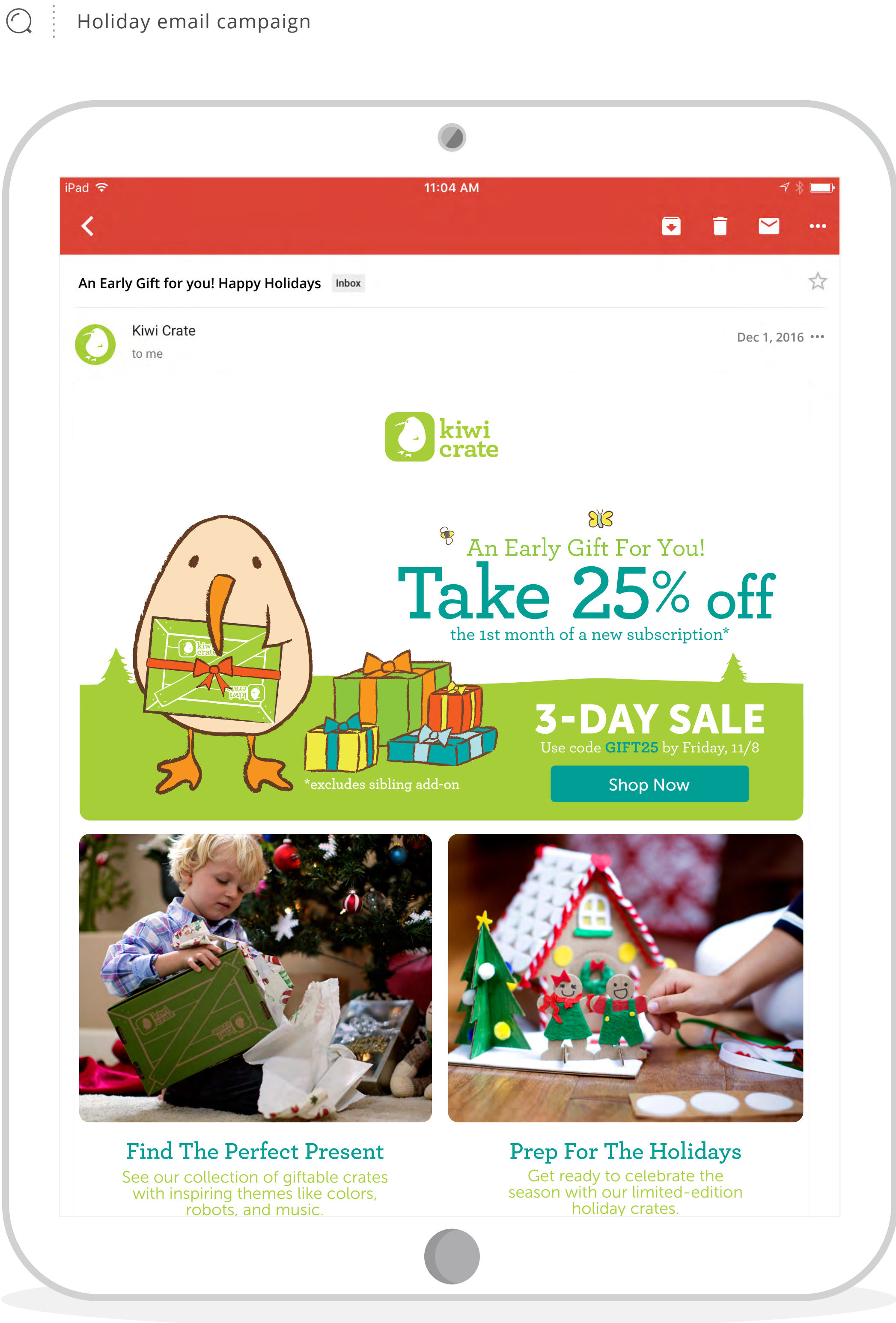


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As the idea of subscription based companies began to flood the market, users were struggling to understand exactly how they worked. I helped Kiwi Crate create a digital platform that explained the process and drive sales. I delivered an ad campaign for the holiday season that helped set the tone of the brand going forward. Along with that I helped establish and execute their photographic direction.



Kiwi Crate | Digital assets and photographic direction

Digital, Photography |  

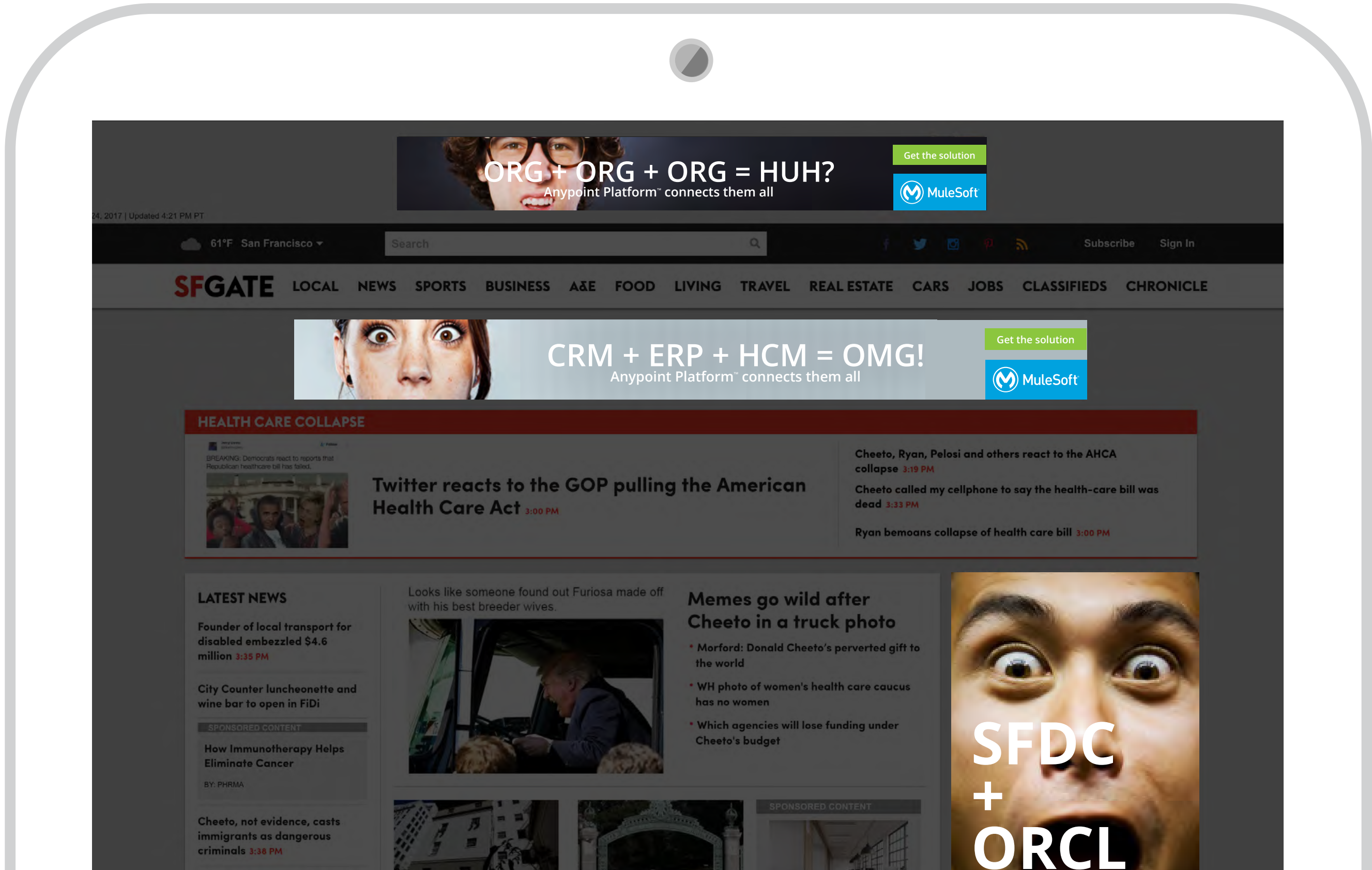
 | Re-engineered home page, created holiday campaign, and defined photographic direction



MuleSoft was looking to increase awareness with the Salesforce sales team as the premier integration solution of choice when selling Salesforce products. We created a targeted campaign around the Salesforce headquarters intended to grab their attention with an arresting advertising style. Large faces of shock and awe were strategically placed, as well as a digital campaign targeted to Salesforce employees on social channels.



Digital ad take-over



MuleSoft | Salesforce sales team ad campaign

Print, Digital |

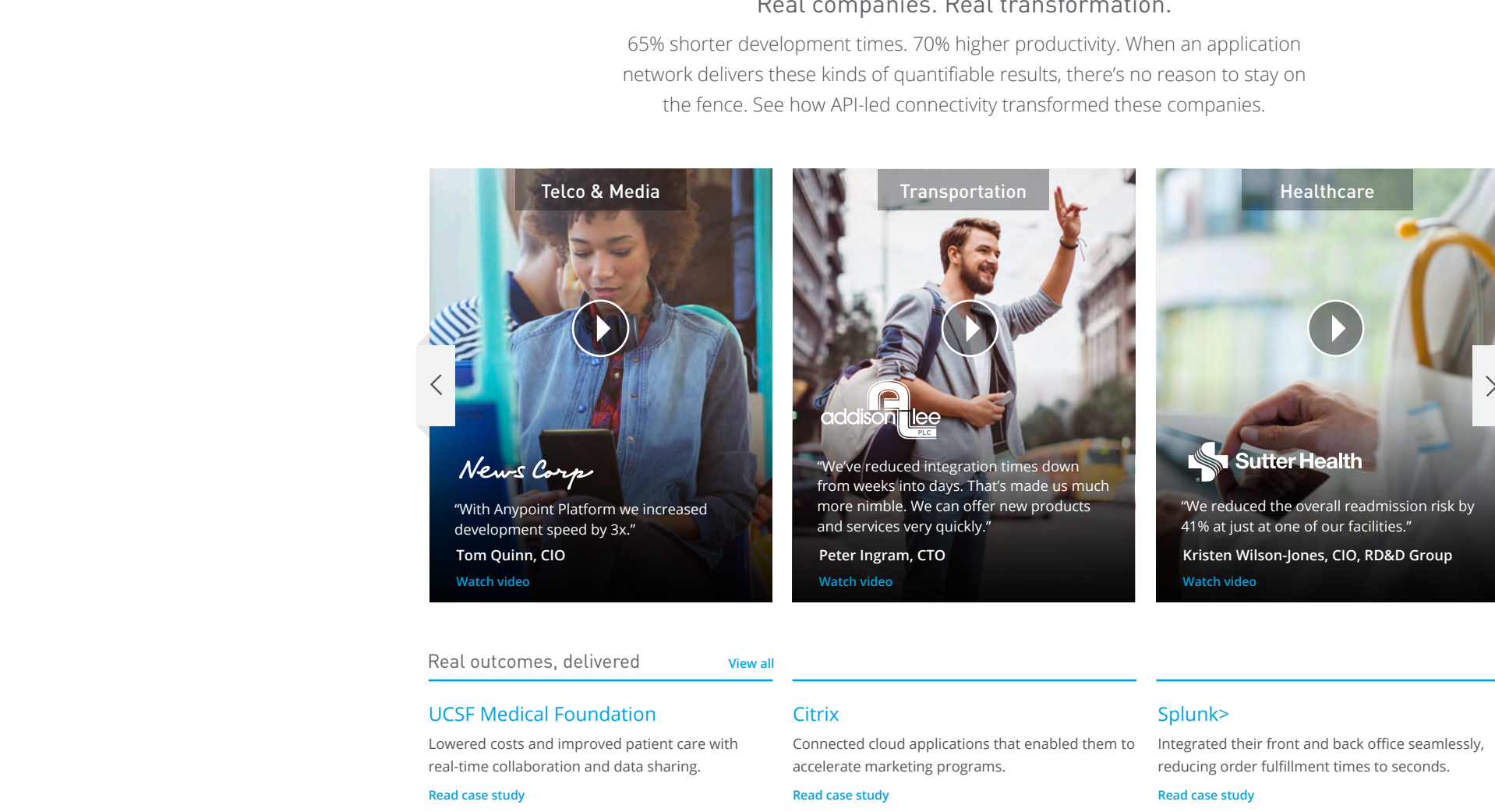
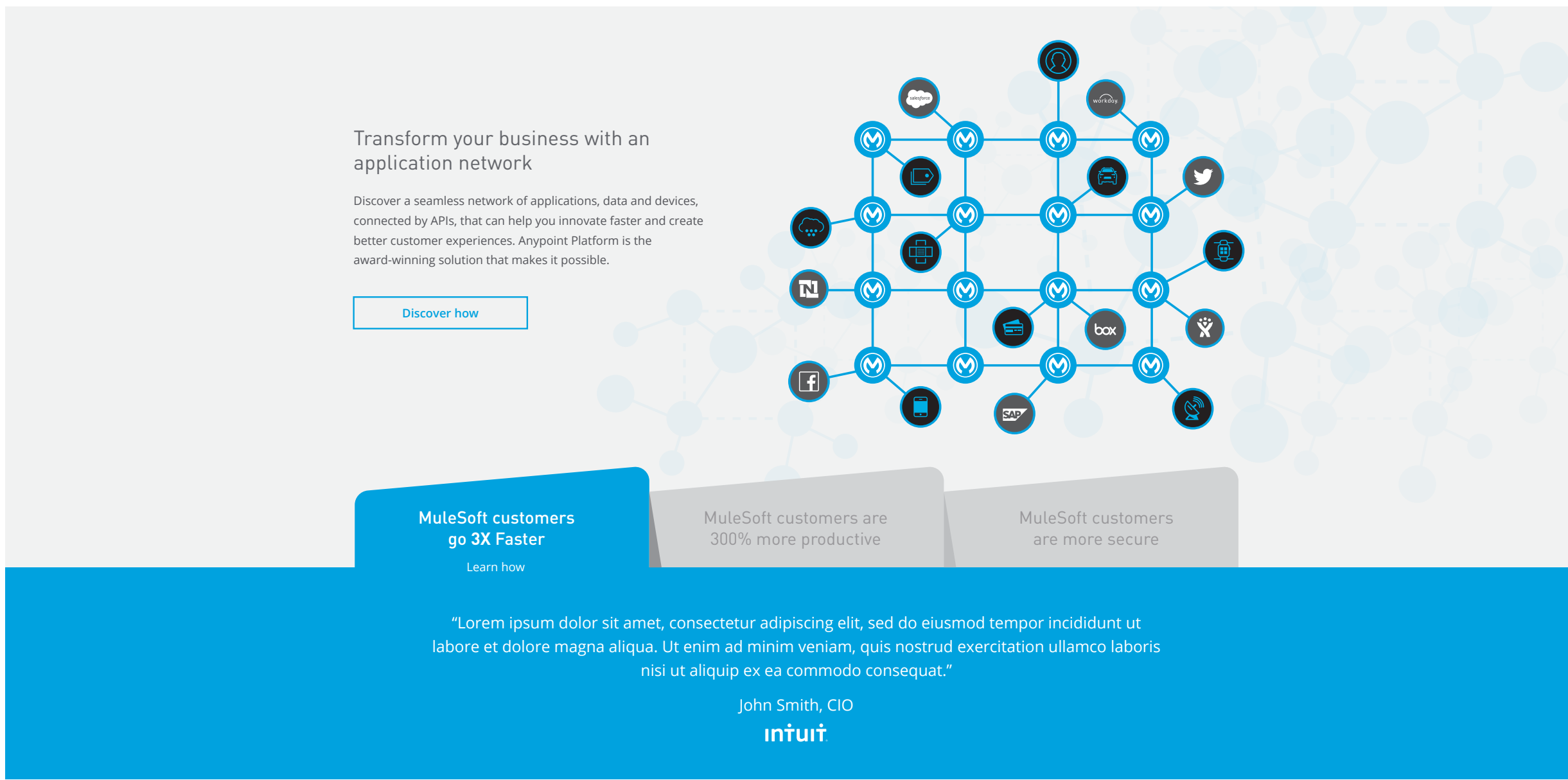
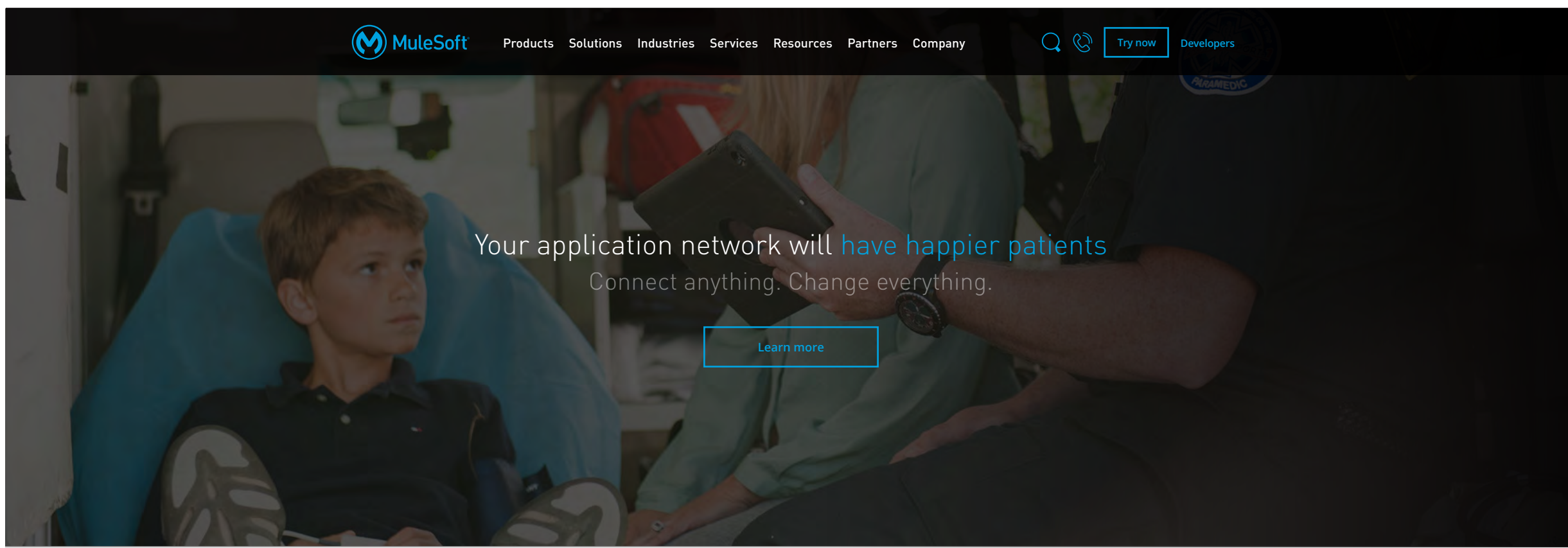
Metrics

+ Increased Salesforce's add-ons by 15%

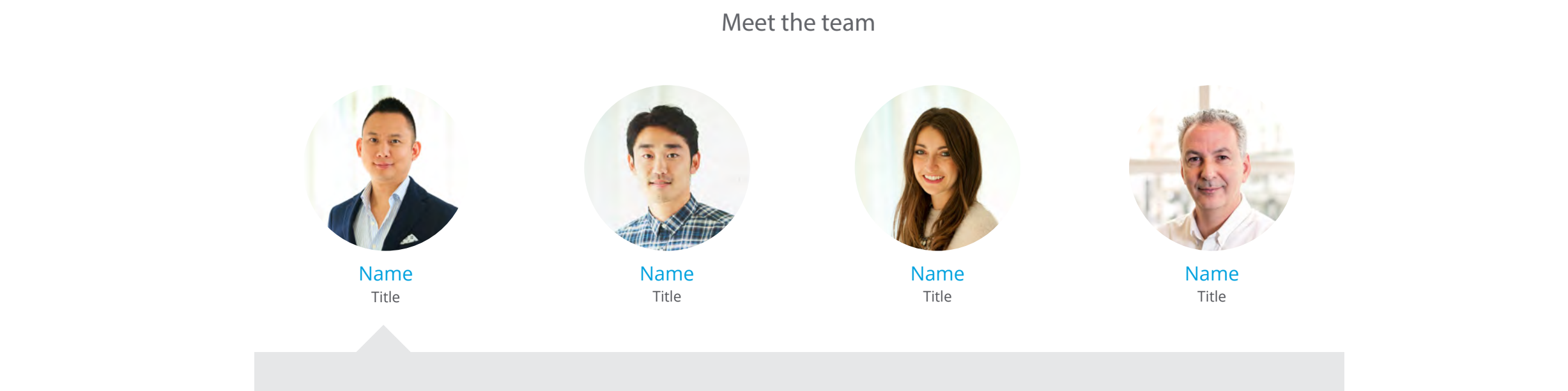
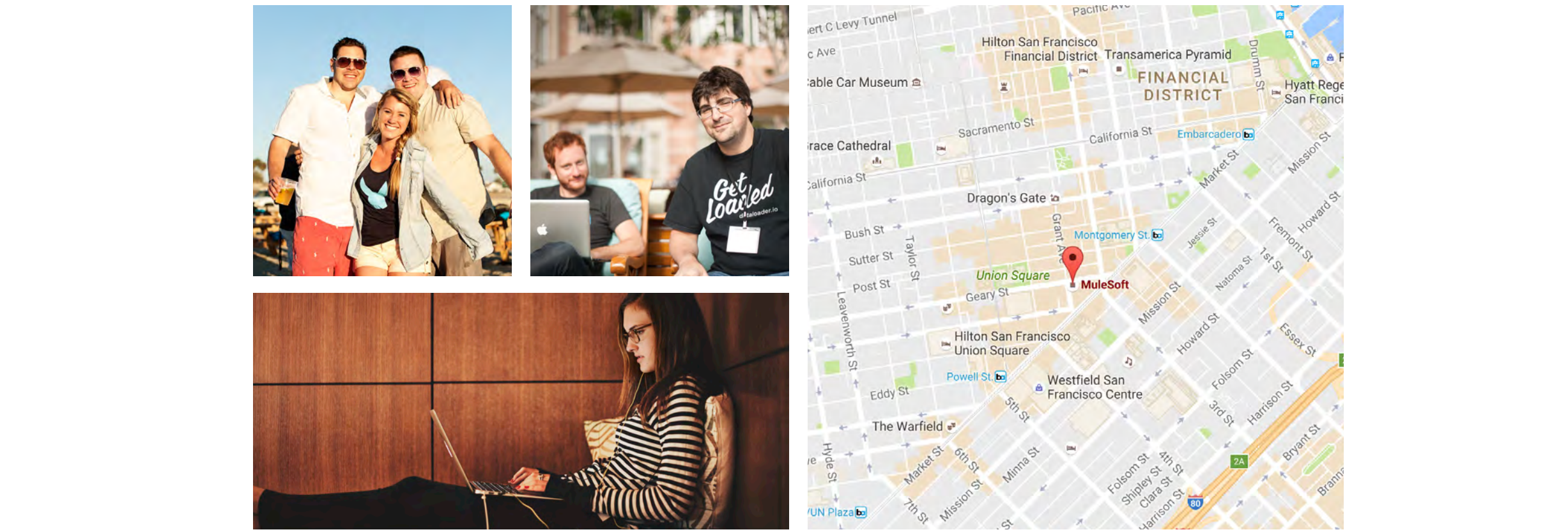
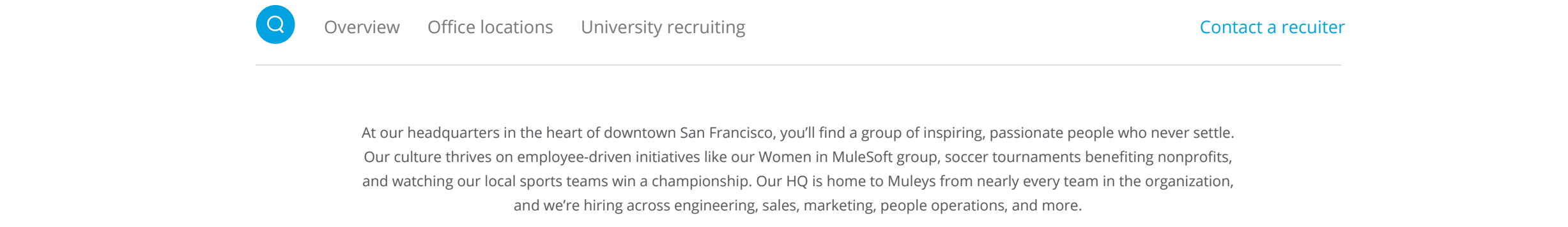
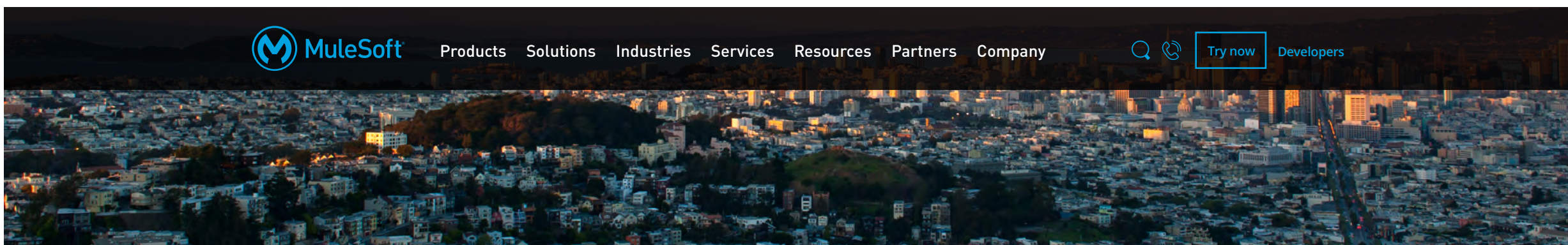
| Brand campaign targeted towards Salesforce sales team to highlight MuleSoft as the premier choice for integration for their clients



MuleSoft had a brand identity that wasn't cohesive and was not meeting the objectives of a growing company. What they wanted to do was create an internal team that could drive brand projects and deliver self-service assets to the internal marketing team. I was brought in as an Associate Creative Director to help lead the team to find its brand voice and creative direction. This included re-branding all company web properties and assets as well as its overall brand look and feel. I worked and collaborated with an internal team as well as outside agencies to deliver on our goals.



Digital brand snap shots



Brand development



MuleSoft Brand

Complete overhaul of the MuleSoft brand

Print, Digital, Brand Direction, Photography



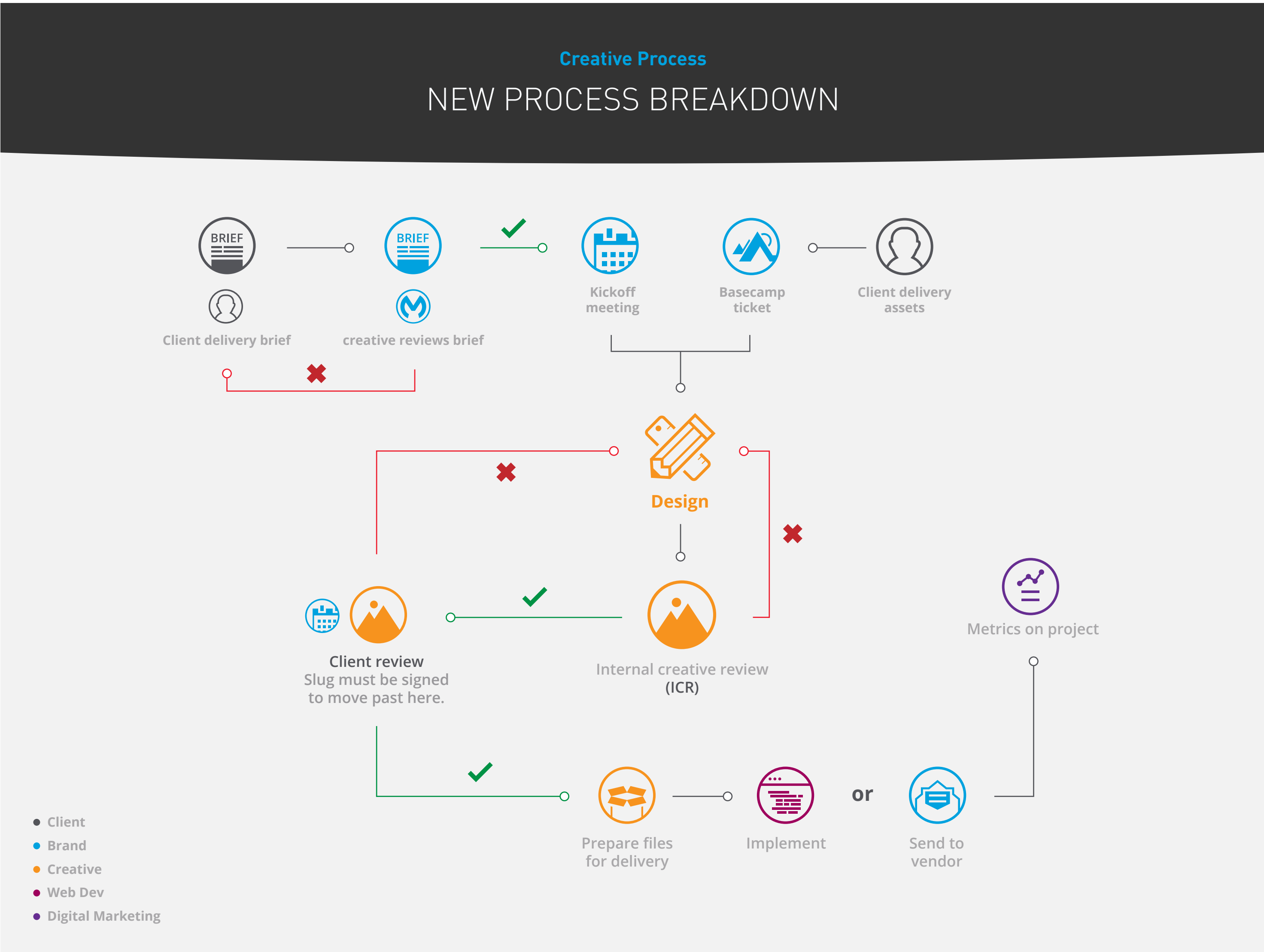
Awards

+ Technology Website Excellence Award

Metrics

+ Unique page views increased 24%

+ Sessions increased 35%



Creative Brief Brief approved Digital

Requested By		Date	
Job/Asset title		Department	
Go live date		Budget	

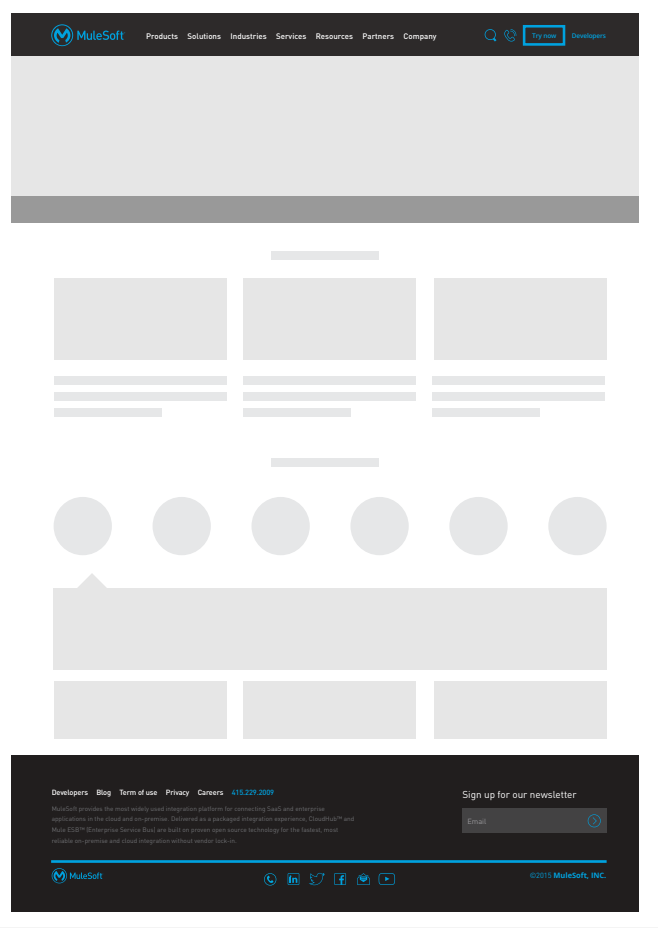
Tasks	Date	Approvers
Kickoff		R <input type="checkbox"/> HAND
Internal review		A <input type="checkbox"/> HAND
Client review		P <input type="checkbox"/> HAND
Feedback		I <input type="checkbox"/> HAND
Release		D <input type="checkbox"/> HAND

Deliverables

<input type="checkbox"/> Landing page	<input type="checkbox"/> OWNER	<input type="checkbox"/> PW web ads	<input type="checkbox"/> OWNER	<input type="checkbox"/> Thx page	<input type="checkbox"/> OWNER
<input type="checkbox"/> Web ads	<input type="checkbox"/> OWNER	<input type="checkbox"/> Email campaign	<input type="checkbox"/> OWNER	<input type="checkbox"/> Email signature	<input type="checkbox"/> OWNER
<input type="checkbox"/> Social ads	<input type="checkbox"/> OWNER	<input type="checkbox"/> Blog post	<input type="checkbox"/> OWNER		

Objective/goal MANDATORY

<input type="checkbox"/> Lead generation	<input type="checkbox"/> Sales enablement
<input type="checkbox"/> Awareness or Branding	<input type="checkbox"/> Partner enablement
<input type="checkbox"/> Hiring	<input type="checkbox"/> Other
<input type="checkbox"/> Event registrations	



Brand site development

MuleSoft // Brand Brand book Our logo Typography Templates Colors Graphics

Submitted creative briefs

Current	Project	Date	Status	Action
Rama Duncan	Promogo	3.22.15	NEW	Q X
Moiria Chambers	Partner Portal	3.05.15	READ	Q X
Sarvesh	Icons	3.01.15	APPROVED	Q X
Sarah Burke	SaaS email	3.01.15	REJECTED	Q X

Completed	Project	Date	Status	Action
Rama Duncan	Powered by logo	3.22.15	COMPLETED	Q X

Back to selector

MuleSoft creative brief two

Please fill out all of the questions below to help us provide you with the best creative possible.

Requested by	Project name	Department
Name	Name	Name

Project background

Please provide us with a brief background on the project.

Target audience

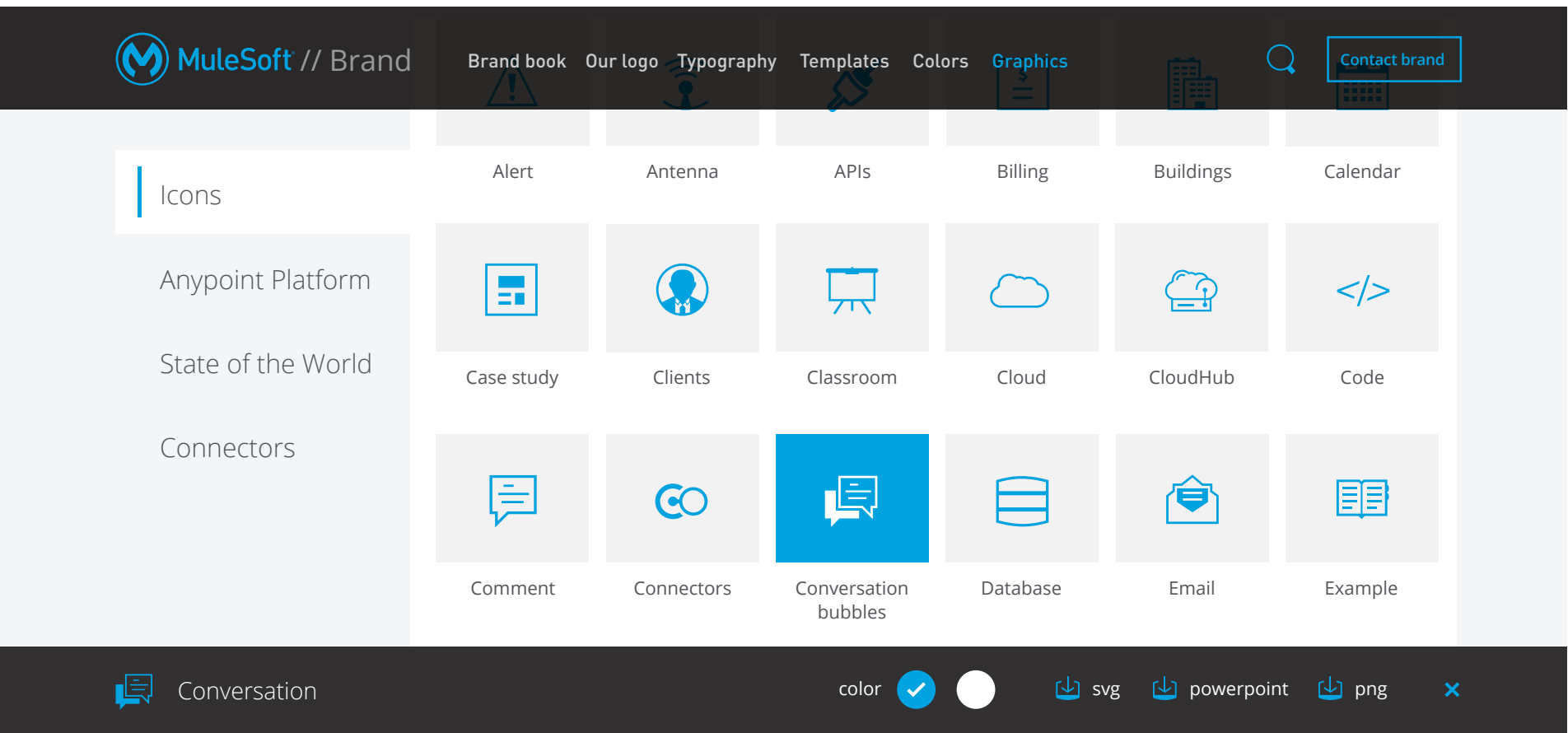
Please provide us with the type of audience and any insight in which you have about them.

Business objectives

Please provide us with the business objectives and any quantitative goals for the project.

Tone of voice

Please provide us with how the projects tone should come across.



MuleSoft // Brand Brand book Our logo Typography Templates Colors Graphics

View all projects

Promogo creative brief

Requested by Rama Duncan
Project name Promogo
Department Alliances

Project Background

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Comments

Add comments here.

Target audience

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Comments

Add comments here.

Business objectives

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Comments

Add comments here.

Tone of voice

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Comments

Add comments here.

Next steps

- Approve brief
- Create Basecamp ticket
- Create Kickoff meeting

1 Approve/Reject brief

Approver

Comments (Optional)

Approve

Reject

2 Create Basecamp ticket

Creatives

Create

3 Create kickoff meeting

Creatives

Emails (Separate with commas)

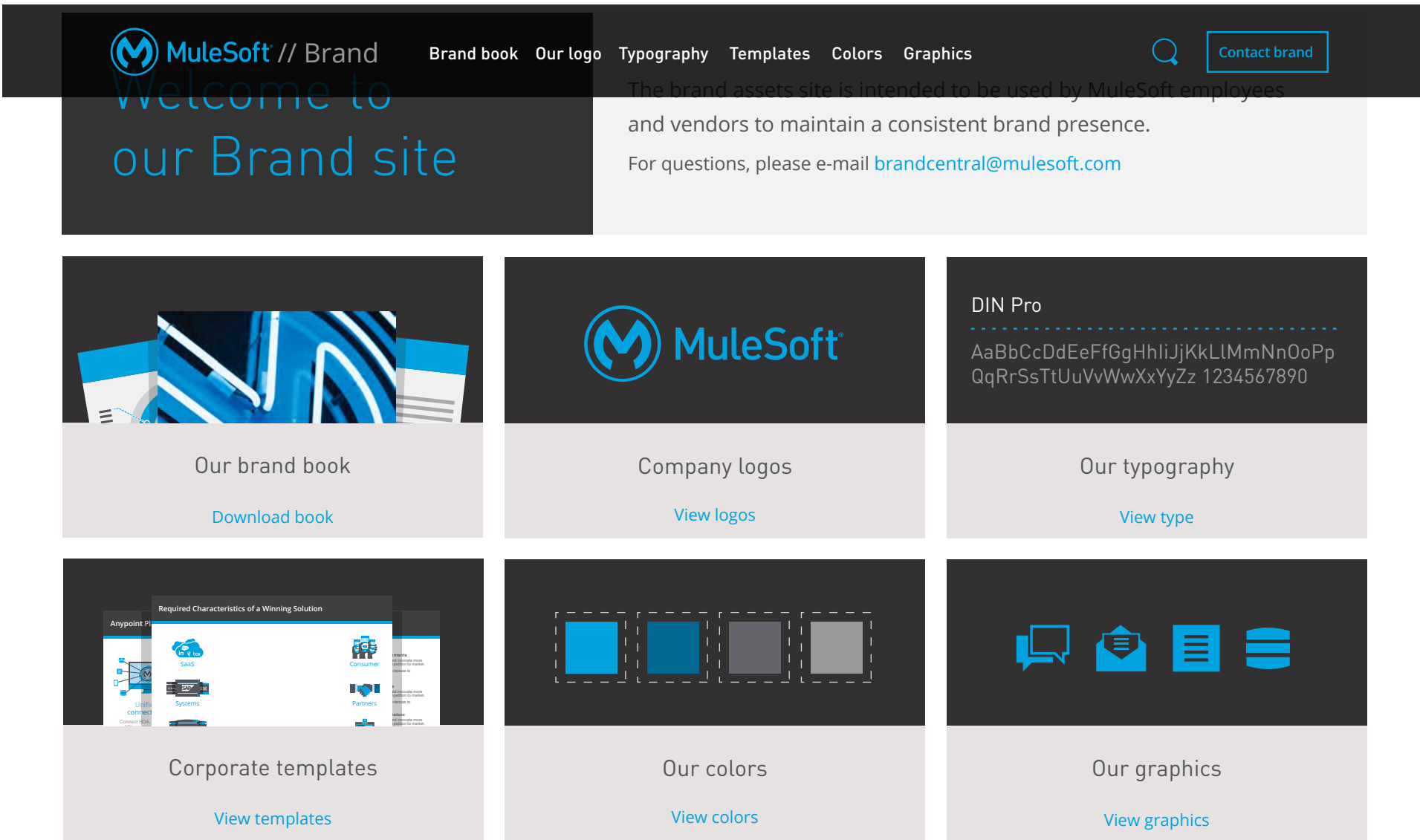
Date

Time

Create

Project completed

Project completed



Approval system

the project	Date		CREATIVE	the specs	COPY	BRAND	CLIENT	MuleSoft
	File Name		inks					
	Client							
	Job							
the printer	Artist							
	notes							
	Samples							
	Finals							

ALL ARTWORK IS FINAL. DO NOT ALTER.
Keylines DO NOT print. A proof for approval must be submitted before proceeding to print.

MuleSoft Creative Process Implementation

Print, Digital, Brand direction, Process implementation



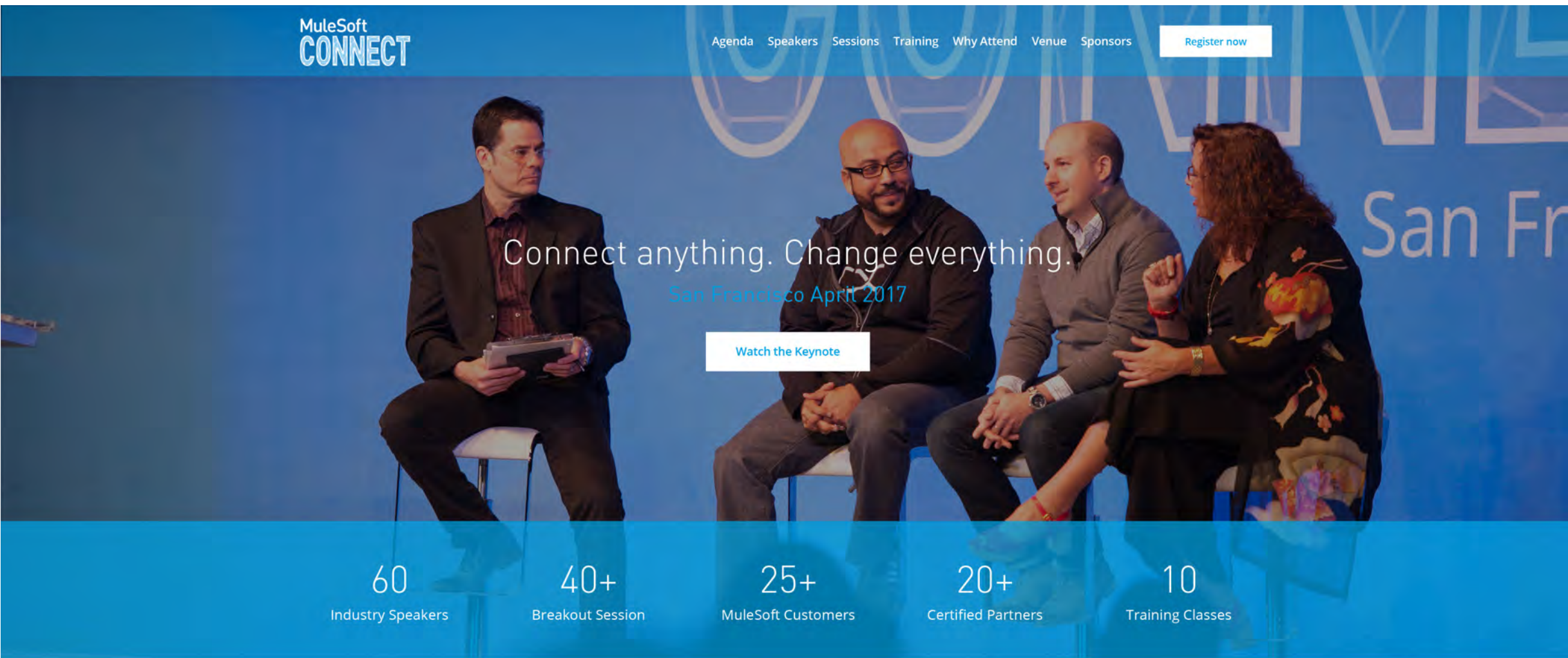
Metrics

- + Reduced costs and time for projects
- + Reduced stress on brand team

Implemented a new creative process along with the creation of brand asset site for employee self-service products



In 2014 MuleSoft decided to create a conference dedicated to integration and to help businesses understand the value that our platform brought to the table. The event was pieced together initially using a multitude of companies and assets to drive the event. In 2015 I pushed to unify our brand presence and to have the creative team lead in those efforts and directions. We created and maintained the events web property, as well as led the creative direction for all collateral leading up to and at the event. The team also supplied photographic support during the event.



The integration revolution starts here

The pressure to deliver solutions in support of initiatives such as mobility and cloud services, often trumps keeping mission-critical services stable and reliable. Without a way to simultaneously respond to the demands of the business and IT, industry leaders of today will quickly become the logos of the past.

Learn the fundamentals

- Breakout Session
- Hands-on Training & Certification
- Office hours with Product experts
- Product demos from MuleSoft and our partners

See the agenda

Network with partners

- Welcome Reception
- Partner Dinners
- Networking opportunities to connect with attendees
- After Party

View our sponsors

Inspire your employees

- Industry leader speakers
- Visionary leader sessions
- The future of our products, the industry, and the world
- IoT Zone

See our speakers

Connect 2017 Keynote speakers

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Title and company

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Some Body said
This is their title

accenture

Deloitte Digital

pwc

Cognizant

Salesforce

APPROVATION

AmureCode

Register now and save

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CONNECT site snap shots

Book your stay at the Hilton

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Hilton - Union Square San Francisco

Check-in

Check-out

Book

Reserve a flight to SF

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Select airport

Depart

Arrive

Search

Rent a car

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Select airport

From

To

Search

Directions to CONNECT '17

Enter address

Get directions

Select airport to get directions to CONNECT '17

Parking

Hilton San Francisco Union Square
333 O'Farrell Street San Francisco, CA

Map it

Need more venue info? Contact connect-venue@mulesoft.com

MuleSoft CONNECT

San Francisco | April 18 - 20, 2017

Agenda

At a glance OVERVIEW

Mon, April 17 PRE-DAY / TRAINING

Tue, April 18 DAY ONE

Wed, April 19 DAY TWO

Thu, April 20 DAY THREE

Filter by All Developer Adv Developer Architech Business

Pre-Day / Training, April 17

Day One, April 18

900A

Keynote

Title Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

1040A

Theatre Session 1

Title Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

1110A

General Session

Title Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

1210P

Theatre Session 2

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1240P

Theatre Session 3

Title Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

110P

Theatre Session 4

Title Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

CONNECT Brand development

DIN Pro

Light Regular

Aa

headers

Open Sans

Light Regular Semibold

Aa

body copy

font colors

PMS 299 Cool Grey 11

PMS Cool Grey 7

PMS Cool Grey 29C

PMS 299 Cool Grey 11

C 74% M 20% Y 00% K 00%

45% #AGD4F1

75% #5EB8E7

100% #00A1DF

PMS Cool Grey 11

C 65% M 57% Y 52% K 29%

45% #AFAEB0

75% #7D7D80

100% #55565A

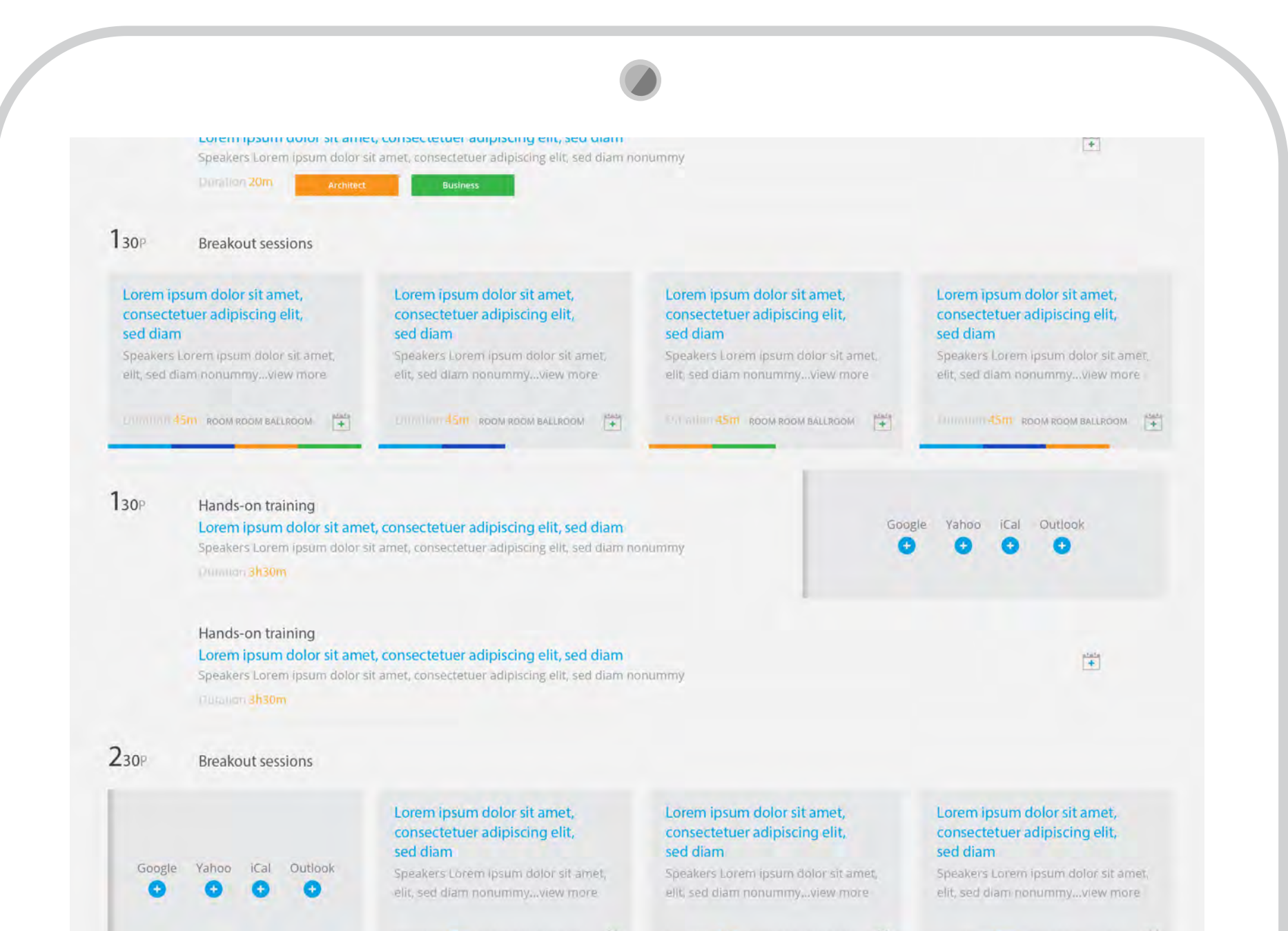
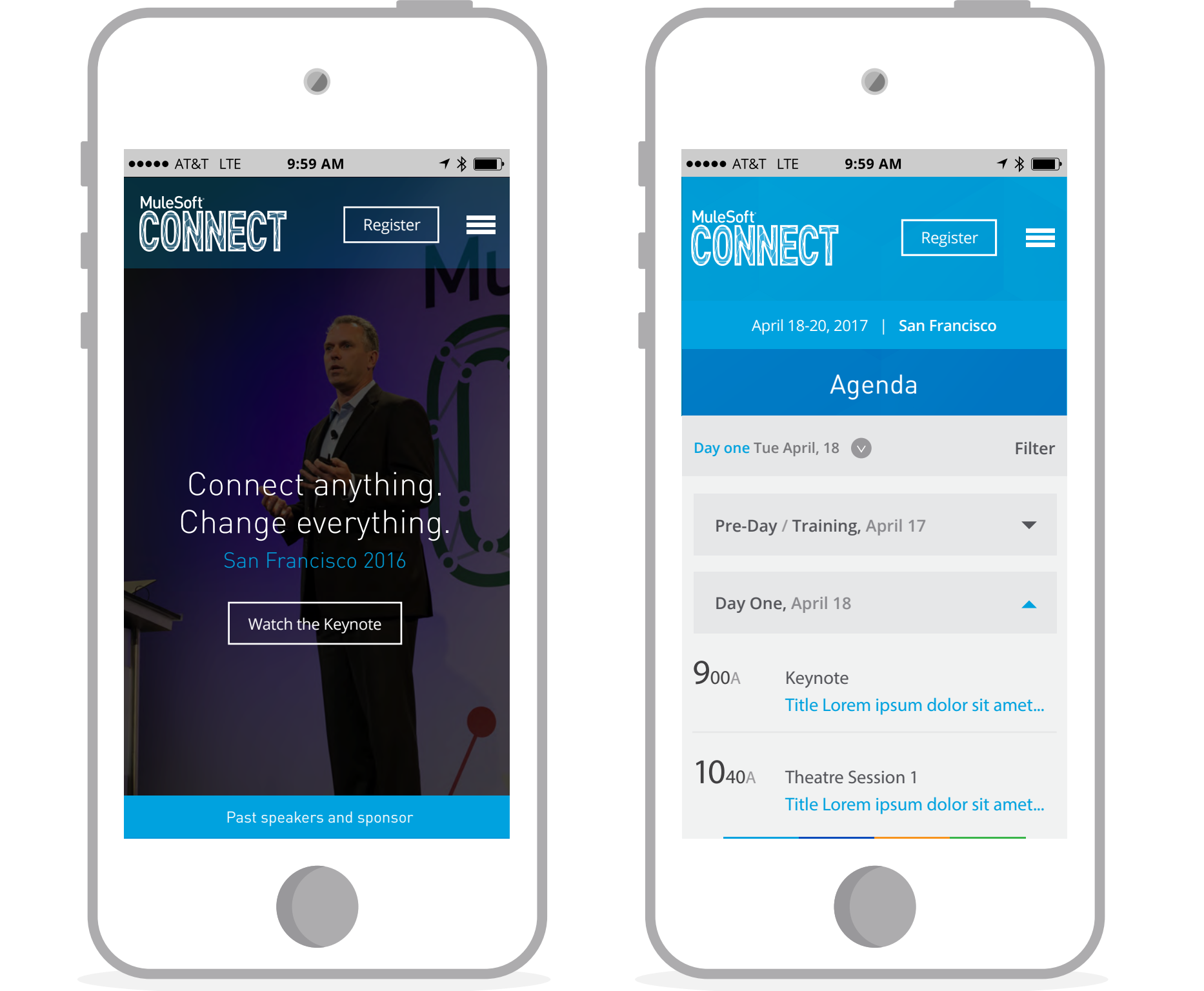
PMS Cool Grey 7

C 42% M 34% Y 34% K 1%

45% #A6D4F1

75% #5EB8E7

100% #99999A



MuleSoft

CONNECT

Digital, Brand Direction

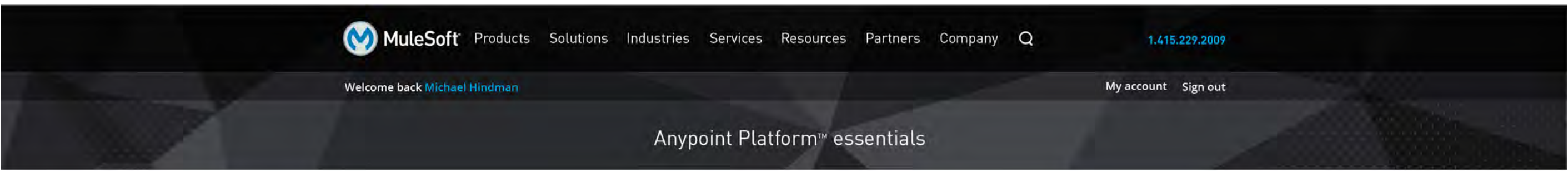
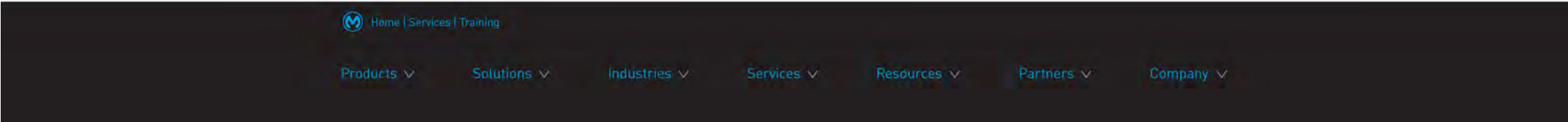
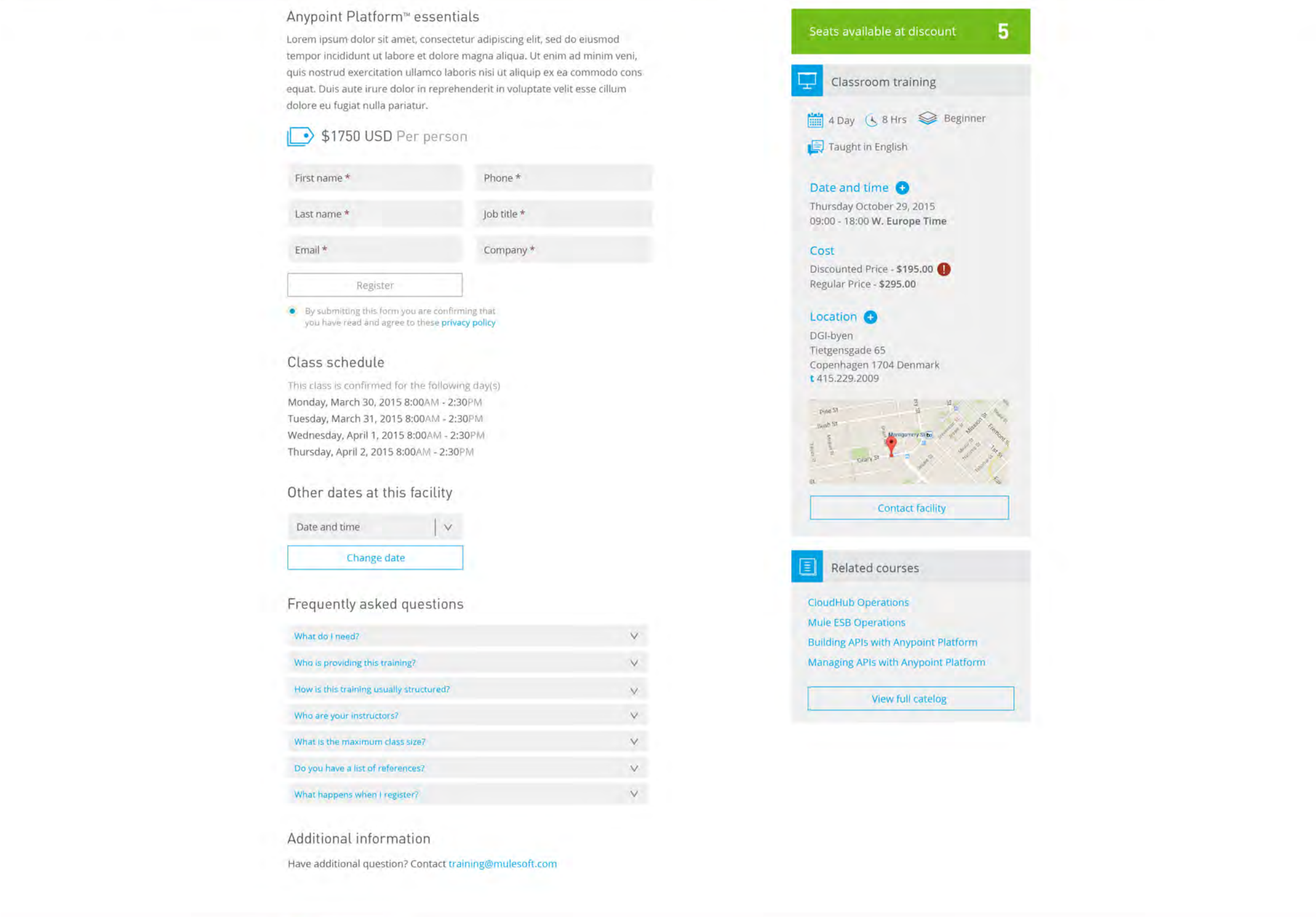
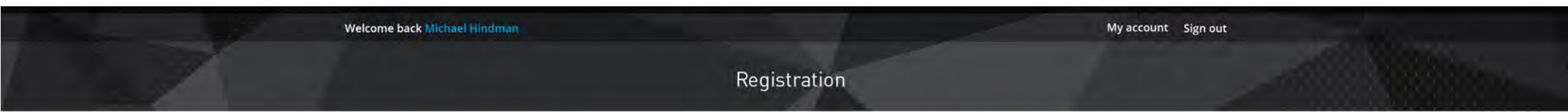
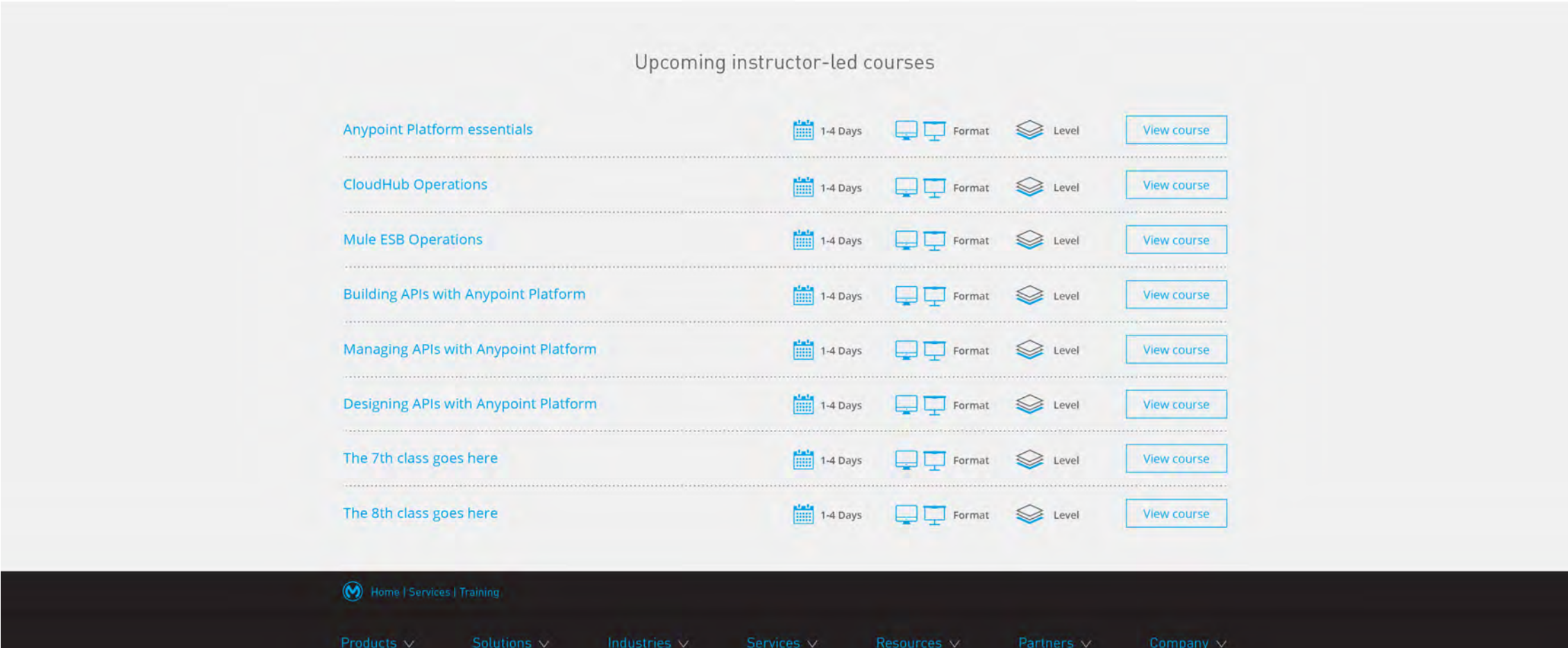
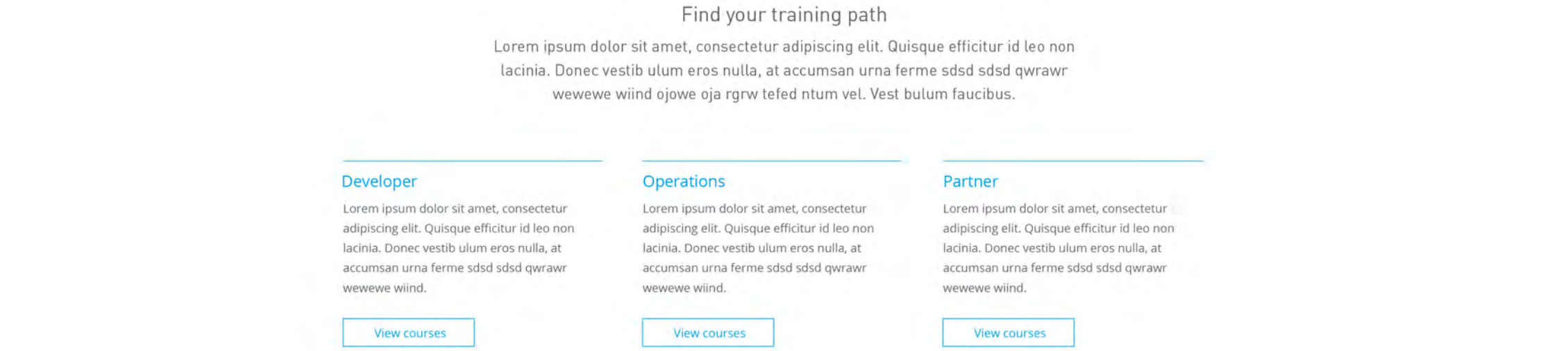
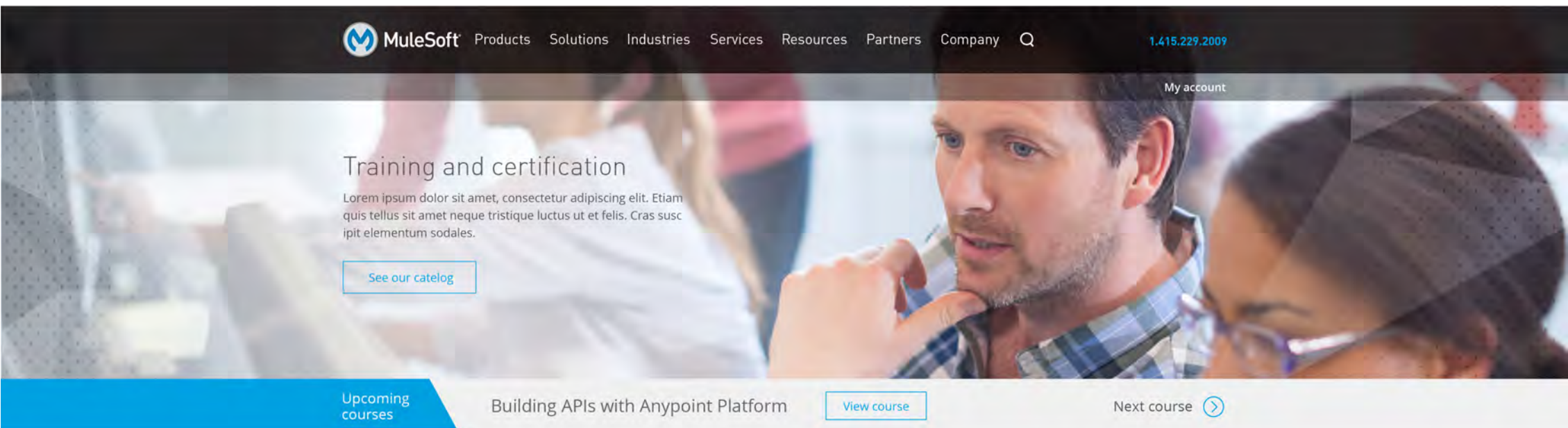
Metrics

- + Increased registration rate by 3x
- + Unified brand across all channels and touch points

Led the creative direction and design of the brand for MuleSoft's premier conference each year



As part of the MuleSoft platform, we offered a training department to help users better understand the product and become certified under our technology. The team however was struggling with assets they had in place when students tried to sign up for classes. The team came to us for some minor tweaks to their platform. After assessing their problem and looking over the site that had been created by TrainingRocket, the creative team decided that what they were asking for wasn't going to solve the problem at hand. We came back with a complete overhaul of their platform to guide students through the process and understand requirements and course information. The solution was so well received that TrainingRocket asked if they could use the designs for all of their other customers.



About this course
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- Course requirements
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- Prerequisites
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 - Sunt in culpa qui officia deserunt mollit

- Course objectives
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Audience
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Course outline
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

- Module 1: Introducing the Anypoint Platform
- Module 2: Building Integration Applications with Anypoint Studio
- Module 3: Consuming Web Services
- Module 4: Connecting to Additional Resources
- Module 5: Transforming Data
- Module 6: Refactoring Mule Applications
- Module 7: Controlling Message Flow
- Module 8: Handling Errors
- Module 9: Processing Records
- Module 10: Building RESTful Interfaces with Anypoint Platform for APIs
- Module 11: Performance Optimizations

Classroom training

4 Day 8 Hrs Beginner

Upcoming schedule

San Francisco | v

January 10, 2016 | v

\$1750 USD

Continue

Online training

4 Day 8 Hrs Beginner

Upcoming schedule

Date and time | v

\$1750 USD

Continue

Request a private class

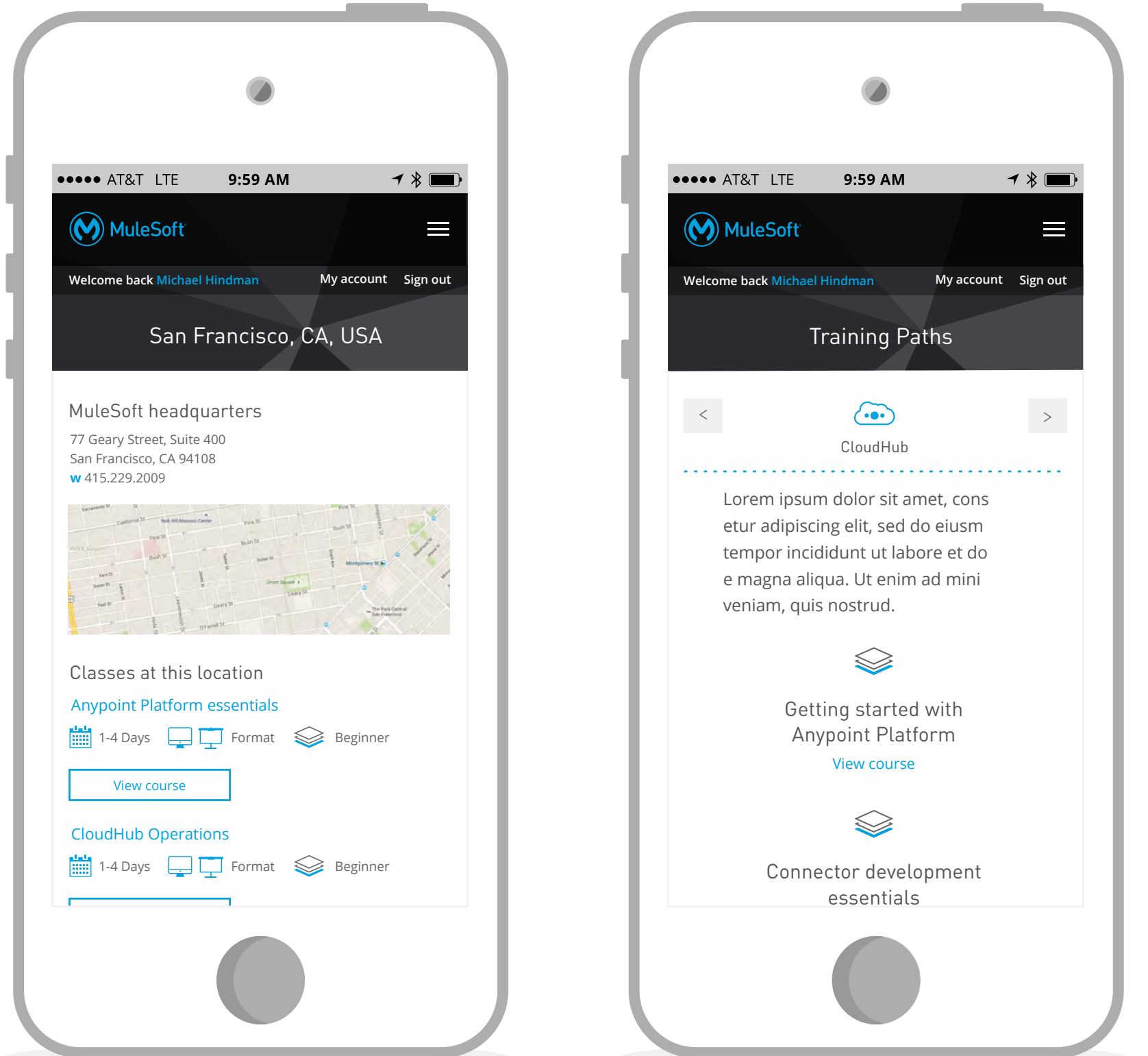
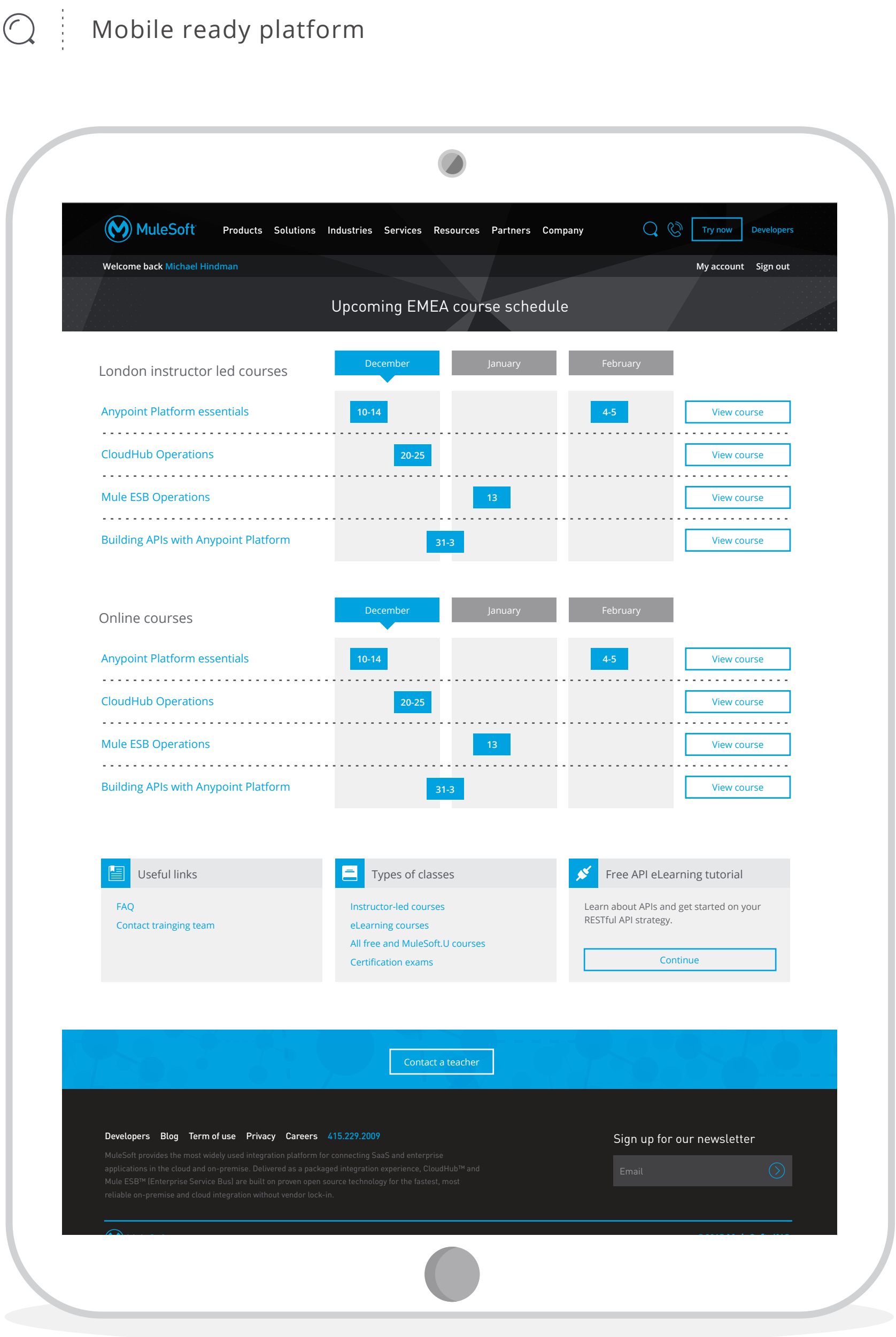
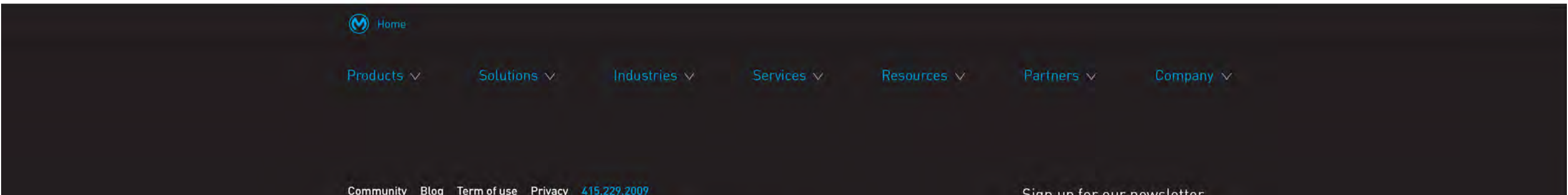
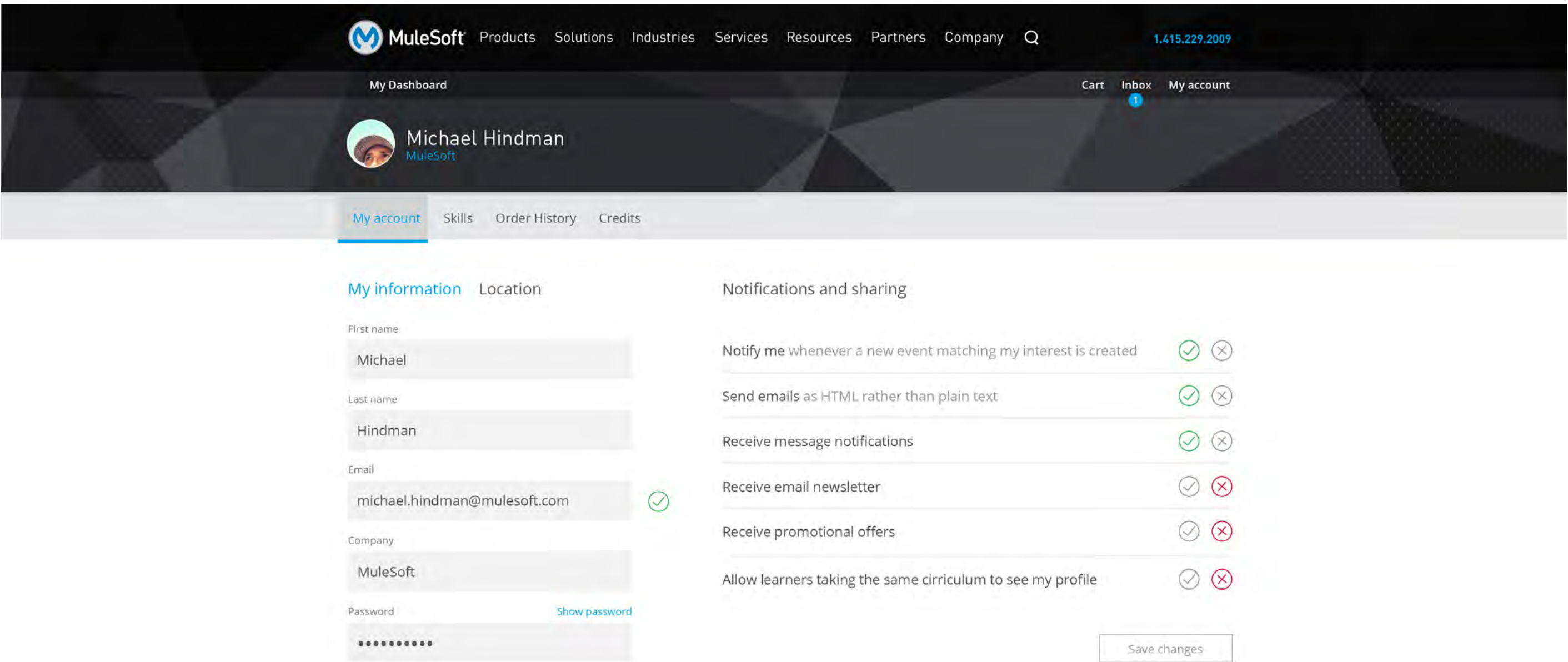
Request your own private training session. For groups of 6 or more.

Continue

Related courses

- CloudHub Operations
- Mule ESB Operations
- Building APIs with Anypoint Platform
- Managing APIs with Anypoint Platform

View full catalog

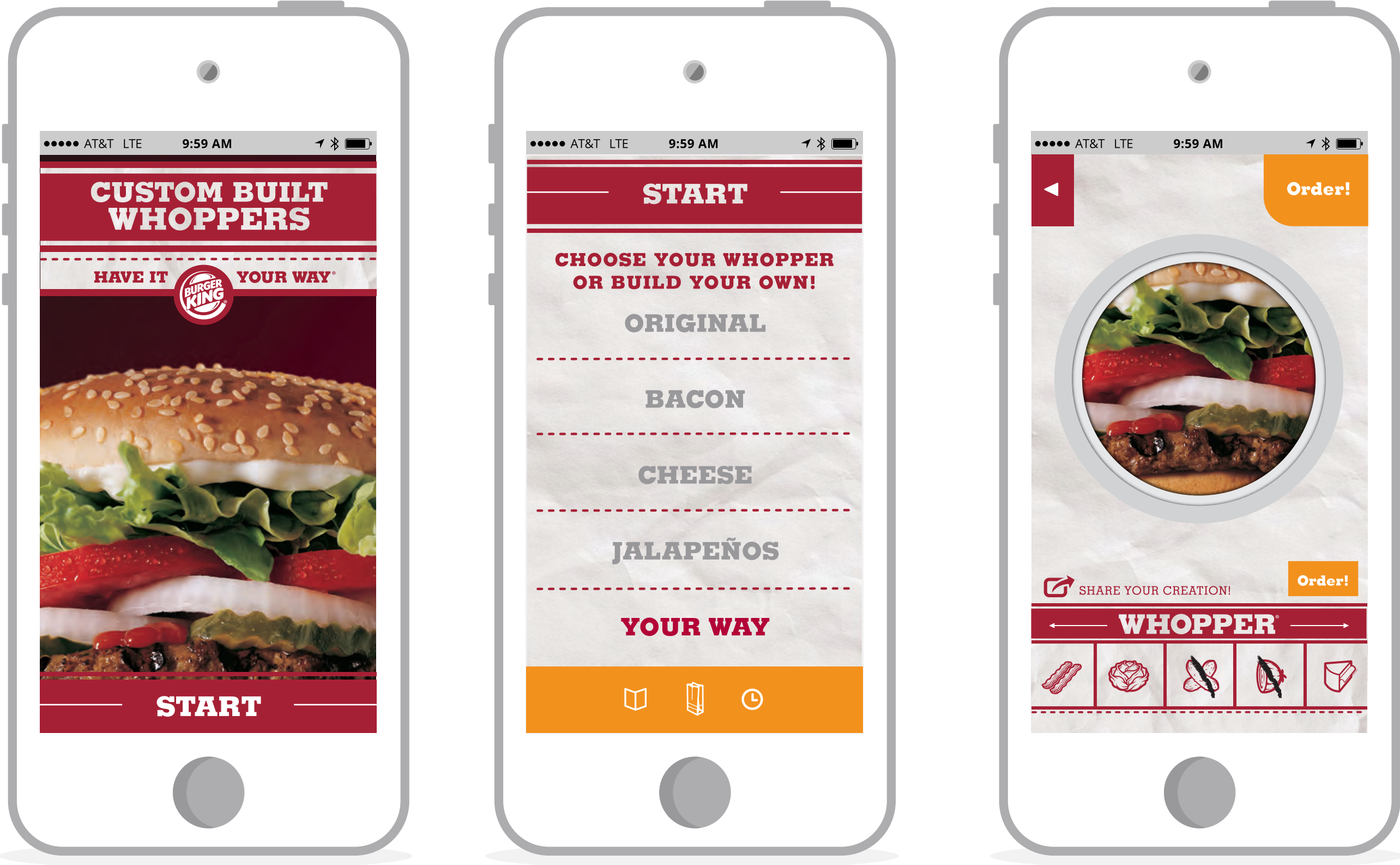


- + Adopted by TrainingRocket to use with their customers
- + Decreased student confusion and prerequisite issues

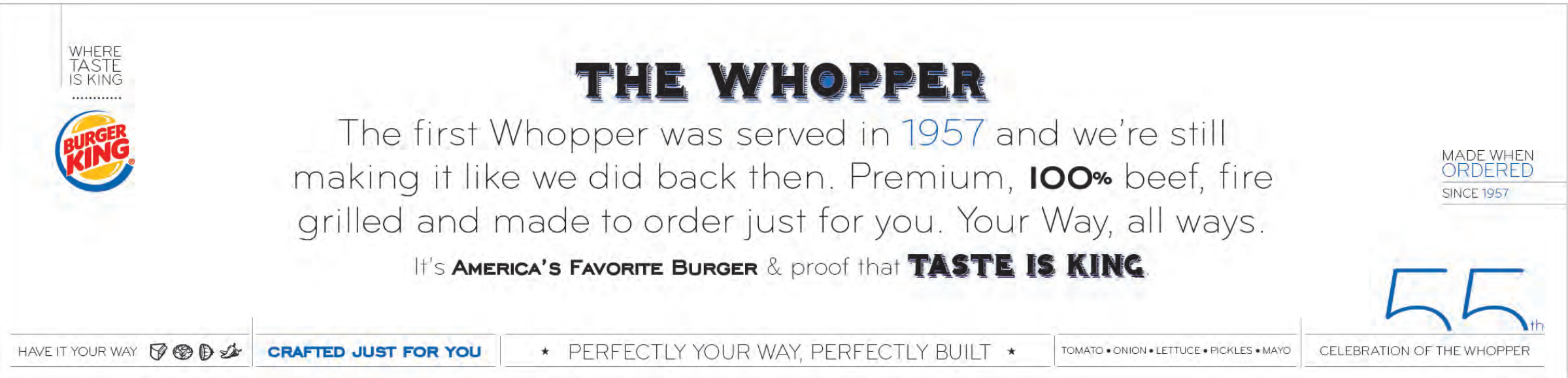
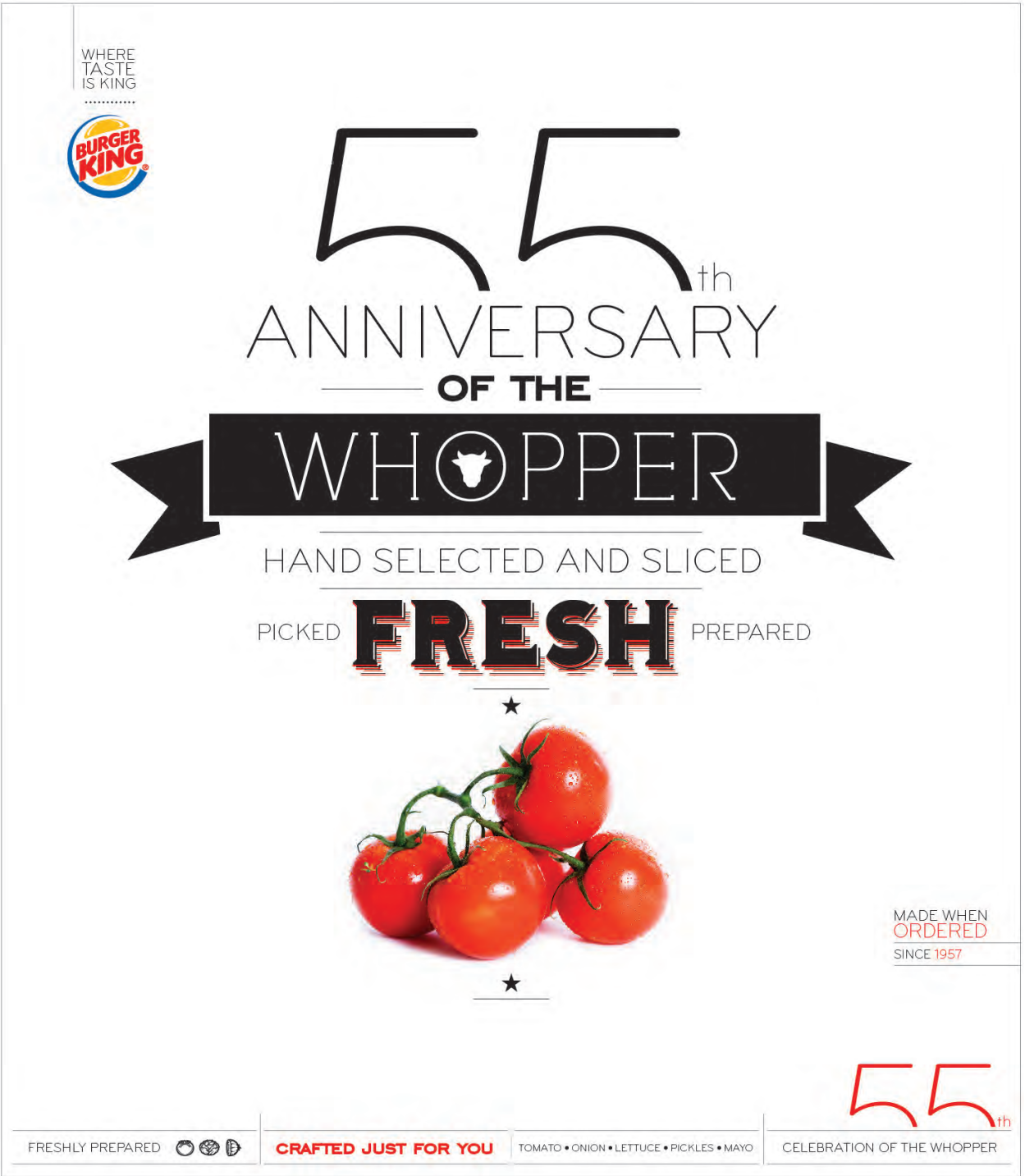




Earlier in my career I was a Sr. Art Director for an ad agency. One of my clients was Burger King and I was involved in all mediums of projects from print to digital as well as brand property creation, such as BK Racing. I helped shape the brand through creating different creative approaches for new product launches as well as national and local advertising campaigns.



55th Anniversary of the Whopper



Assorted Brand Pieces



Burger King Advertising

Print, Digital, Brand Direction



Awards

- + Lester Wunderman Award
- + Golden Indian Award

Metrics

- + Increased Whopper sales by 200% during campaign

Developed brand identities and assets across multiple channels and mediums



m i c h a e l h i n d m a n p h o t o g r a p h y




As a creative I have always loved producing, and that doesn't end with my day job. I have always had a passion for photography and it has been my fine art to my primary role. A few years ago I decided to try and take it to the next level and started to persue it professionally. I have spent those years refining my skills and creating a brand that can support and promote my work. It helps me stay creative outside of the office and keeps my eye sharp when viewing and creating work in the work place.



Michael Hindman | Photography

 Selection of landscape and portrait work

- Photography 
- Awards
- + Top 101 International Photographer of the year

2019, 2020
- + Outdoor Photographer Great American Landscape Finalist

2017, 2018, 2019, 2020
- + Top 50 Epson Pano Awards

2019



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