

# michaelhindman

Creative Direction + Photography



## overview

- + 20 years experience in advertising, marketing, design and photography.
- + Experience across print, digital, experimental, brand, mobile, video design
- + Co-Founded, branded, built and launch Flutter Dating
- + Product development, UX/UI design

## awards

The Society of Typographic Arts  
Gold for Academy of Achievement website

Web Award  
Technology Standard of Excellence

Web Award  
Best product launch

Omni Intermedia Award  
Finish Line tv spot

Telly Award  
Finish Line tv spot

## clients

MuleSoft  
Branch  
Kiwi Crate  
Flutter  
MillerCoors  
Chase  
Goodyear  
OSOM Privacy  
Finish Line  
f2o  
Burger King  
The North Face  
Kraft  
Unilever  
Reboot

## experience

+ OSOM  
**HEAD OF BRAND DESIGN**  
2021 - Current

- + Built global product ad and marketing campaign for launch of the OV1
- + Feature and product design for privacy apps for OV1
- + Image tested OV1 camera for image quality
- + Product and lifestyle photographer for product launch

+ Flutter  
**CO-FOUNDER, HEAD OF DESIGN**  
2019-2021

- + Founded, built and launched product
- + Created and designed a brand for Flutter Dating app
- + Designed and shipped Flutter dating app
- + Create all brand and advertising assets

+ Branch  
**CREATIVE DIRECTOR**  
2017-2019

- + Unified creative direction and created a more cohesive brand design system
- + Branded and launched Branchout, Branch's first tech conference.
- + Managed a team of designers and front end engineers

+ Mulesoft  
**ASSOCIATE CREATIVE DIRECTOR**  
2013-2017

- + Unified creative direction and created a more cohesive brand design system
- + Branded and launched Mulesoft Connect, Mulesoft's first tech conference.
- + Managed a team of designers and front end engineers

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