
mike ball

Creative, Art & Design Director

personal details

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profile

I have specialized in multi-discipline creative for over 20 years. My experience crosses both the US and the UK markets, and covers an array of industries with a focus of progressive and inventive creative solutions.

I've used this global experience to cross the gamut of creative needs, working on projects that include; branding, advertising, commercials, packaging, marketing, motion and digital content, producing a wide-range of deliverables and 360° campaigns for varied and ambitious clients.

Having built and led teams to produce amazing results under tight deadlines, I excel at curating and leading talented professionals, to bring innovative work to market for clients of all sizes.

role specific skills



creative direction



art direction



copywriting



brand strategy



leadership



client relationships



new business development



print production



studio process

employment

Splash Worldwide

Creative Director, North America

Los Angeles, CA | Portland, OR | New York, NY

08/2016 to 03/2019

Splash is the creative technology company that unleashes creativity for the world's best-known brands.

I was brought on as a hands-on Creative Director to specifically help shift the business towards a full-service agency model, growing the creative offering from the ground up.

I delivered innovative creative solutions across a variety of platforms and industries. Splash's clients include global icons Nike, Adidas, Asics, Under Armour, Sonos and Newell Brands (Mr. Coffee, Sharpie, Dymo, Graco, Rubbermaid), requiring a range of services that cross the spectrum of advertising, marketing, branding and digital content creation.

In my time with Splash, I re-built the studio teams and processes across multiple sites, opened a new creative studio in Los Angeles and brought new clients to the agency.

Innerspin

Creative Director

Los Angeles, CA

03/2015 to 07/2016

Innerspin is an advertising and marketing agency that has a focus on building brands with big picture creativity.

My role as a hands-on Creative Director was to fully refresh the studio team while delivering high-end creative across a variety of platforms, bringing a failing studio back to productivity and profitability.

Our clients included global food manufacturers, high-end hoteliers, tech companies and venture capitalists, requiring a range of services that crossed the spectrum of branding, advertising, marketing and digital innovation across 360° campaigns with TV, radio and out of home media buys.

Hanson & Wen

Owner/Creative Director

Los Angeles, CA

10/2012 to 03/2015

As a founding partner, I oversaw the creative and brand strategy for Hanson & Wen, a boutique design agency specializing in branding, packaging and marketing within the food, beverage and consumer packaged goods sectors.

Alongside leading our creative and production services, as partner I was involved in every aspect of running and growing the agency – including new business development, account management and day to day site management.

VCG Kestrel

Studio Production Manager
Los Angeles, CA
11/2010 to 07/2013

Overseeing all aspects of an onsite, client-facing studio, I was responsible for maintaining the agency's service at Fresh & Easy's corporate headquarters.

Managing a team of 25+ and working directly with both the client and our extended teams in various timezones, our work covered branding, packaging and marketing projects for both print and digital delivery.

My role was varied, and included these responsibilities:

- Team management and recruitment
- Client interaction
- Art direction
- Liaising with printers and suppliers
- Workflow and process management
- Liaison between satellite offices in multiple timezones
- Press-checks

Art Director/Designer
10/2009 to 10/2010
Los Angeles, CA

Assigned to the US from the agency's UK head office, my role was to concept, develop and expand packaging and marketing collateral for the Fresh & Easy grocery chain.

My daily tasks included:

- Art direction
- Packaging concept design
- Packaging design development
- In-store marketing design
- Client interaction and presentation

Brand Guardian/Senior Designer
London, UK
11/2006 to 10/2009

I was in charge of a dedicated team, tasked with overseeing the build and brand consistency of packaging artwork for many of Tesco's branded products.

My daily tasks included:

- Overseeing the client's brand for consistency
- Building print ready artwork files
- Creating and building client's Master documents
- Design development
- Team workflow management
- Client interaction and presentation

I also worked directly with the agency's Creative Director in a Senior Designer capacity, working on packaging and marketing concepts for a number of CPG clients, including:

- Fresh & Easy
- Pepsi
- Robinson's
- Unilever

additional creative experience

La Sierra University
Guest Speaker/Mentor
Riverside, CA
02/2016

I was invited to speak as a guest lecturer, covering all aspects of the creative industry and my own personal career experiences. Since these onsite lectures, I have continued to mentor the students remotely by offering portfolio reviews and industry advice.

Hilarity for Charity
Creative Director
Los Angeles, CA
11/2013 to 04/2014

I delivered pro bono branding and event creative work for Seth Rogen's Hilarity For Charity, set up to raise awareness and funds for Alzheimer's research.

Basildon & Thurrock College
Lecturer in Design and Pre-Press Applications
Basildon, UK
7/2000 to 04/2001

I ran an adult education evening class, which specialized in courses for Mac-based design and pre-press applications, aimed at both professionals and hobbyists alike. During these courses I taught QuarkXpress, Adobe Illustrator and Adobe Photoshop, and basic design, typography and layout skills.

internship

Landor Associates
London, UK
1996

Working as an intern within a world leader of design and branding, I was involved in projects for household brands, including Pepsi, Doritos and Walkers Crisps

education

Swindon College of Further Education
Accredited by Cranfield University
Graduated 1998
Graphic Design

South East Essex College of Arts & Technology
Graduated 1996
Graphic Design
