MIKE FREY

Senior Art Director | Integrated Campaigns | Brand Design | Motion Design | Digital platforms
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CREATIVE PROFILE

Creative leader shaping brands through concept-driven storytelling, design, and integrated campaign thinking. 10+ years leading cross-channel work across TV, digital, social, and emerging platforms for brands including Adidas Golf, Lexus, Experian, Philips Norelco, TaylorMade, and the Los Angeles Dodgers.

Known for elevating ideas from concept to execution—bridging strategy, craft, and innovation to deliver work that performs. Experienced in leading multidisciplinary teams, mentoring creatives, and partnering with stakeholders to bring ambitious ideas to market.

Blends art direction, motion, and AI-driven production to create culturally relevant campaigns that drive engagement, brand lift, and business impact.

CREATIVE EXPERTISE

Art Direction • Integrated Brand Campaign Development • Retail Design • Digital Platforms • Brand Design • Across multiple platforms • Create design assets • eCommerce & Web • Owned Channels• Concept-driven Marketing Campaigns • Creative Leadership

JOBS

SR ART DIRECTOR | THE COOLER AT EXPERIAN | COSTA MESA, CA (2017 - 2026)

Led concept development and execution across high-visibility, integrated campaigns for Experian's consumer products, partnering closely with creative directors, strategists, and marketing leadership.

- . Led creative development of Experian's Subscription Cancellation campaign, delivering an award-winning hero TV spot and full-funnel campaign across TV, digital, and social
- Concepted and produced digital video content during Olympic broadcasts, expanding reach and elevating brand presence during a high-traffic global moment
- Drove launch campaign for Identity Theft Protection product, contributing to measurable increases in monthly subscriptions and customer acquisition
- Collaborated cross-functionally with product, marketing, and analytics teams to align creative with business goals and performance metrics
- Recognized with Gold ADDY Award for integrated campaign excellence

CREATIVE DIRECTOR | ETA AGENCY | LONG BEACH, CA (2014 - 2017)

Oversaw creative direction across integrated campaigns for public sector and regional clients, managing both concept development and execution.

- Led and mentored creative teams across multiple campaigns, guiding work from concept through production
- Spearheaded "MissionH20LB" campaign, collaborating with local artists and stakeholders to drive community engagement around water conservation
- Developed "Stolen Collection" OOH campaign, increasing public awareness of property crime by 26% through culturally relevant storytelling
- Directed development of interactive 8-bit video game, increasing website traffic by 34% and enhancing audience engagement through gamification

SR ART DIRECTOR | WALTON ISAACSON | LOS ANGELES, CA (2012 - 2014)

Concepted and executed integrated campaigns for automotive and lifestyle brands, contributing to high-profile brand storytelling initiatives.

- Led creative for Lexus IS print campaign featuring Matt Kemp, strengthening brand positioning and cultural relevance
- Concepted and produced video campaign for Philips Norelco featuring Second City talent, earning recognition in *Creativity*
- Developed integrated Lexus GS campaign, including interactive microsite and early adoption of QR-enabled print experiences
- Collaborated across disciplines including copy, strategy, and production to deliver cohesive brand experiences

CREDITS

One Club Showcase, Lurzer's Archive, Ads of the World, Graphis Advertising Annual, Creativity, ADDYs, Adweek

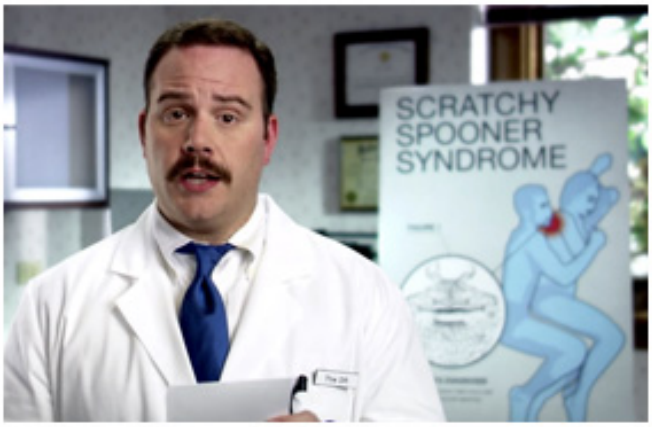
PREPARATION

THE BOOK SHOP | PORTFOLIO SCHOOL | LOS ANGELES, CA
BACHELOR OF FINE ARTS, GRAPHIC DESIGN | CALIFORNIA STATE UNIVERSITY LONG BEACH | LONG BEACH, CA



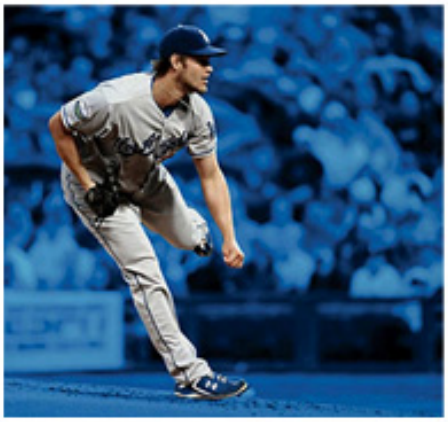












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