

MIKE FREY

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LONG STORY SHORT

I am a strategically driven creative. My passion fuels my craft. So does coffee. My background is in art direction and design, but I have been known to come up with some attention-grabbing copy. Impactful like the Hollywood sign... which is where I live, thanks for asking. I have worked on global clients including Adidas, Lexus, Los Angeles Dodgers, Philips Norelco, NBCUniversal, Experian and TaylorMade. I have executed many 360-degree campaigns and led the charge on others, including redesigning an Adidas website that included over 800 products, shooting Matt Kemp for the Lexus IS launch campaign, and working with a Second City comedian for Philips Norelco. My current interests include motion graphic video animation for digital and social. I thrive in environments where I can lead and help deliver work that people cheer about. I am almost as hungry as the day I started. But I do take lunch now.

JOBS

EXPERIAN THE COOLER ||| SR ART DIRECTOR - FULL-TIME/CONTRACTOR (2017 - PRESENT)

Working for the internal creative department on consumer service products doing digital, social and television projects.

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

Hotel Maya - Doubletree by Hilton, Proterra, Les Schwab Tire Centers, LB Water Department

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

Lexus, Los Angeles Dodgers, Philips Norelco, White Memorial, New Business

Y&R/WUNDERMAN | IRVINE, CA ||| FREELANCE ART DIRECTOR (2012)

Southwest Airlines, Chase Bank, Invisalign

NYCA | ENCINITAS, CA ||| ASSOCIATE CREATIVE DIRECTOR / SR ART DIRECTOR (2007 - 2012)

Adidas, TaylorMade, Viewsonic, Maxfli, San Diego Union Tribune

FCB | COSTA MESA, CA ||| JR ART DIRECTOR (2005)

PREPARATION

THE BOOK SHOP | LOS ANGELES, CA ||| PORTFOLIO SCHOOL

CALIFORNIA STATE UNIVERSITY | LONG BEACH, CA ||| BACHELOR OF FINE ARTS, GRAPHIC DESIGN

I KNOW

After Effects, Premiere Pro, Photoshop, InDesign, Illustrator, Working Knowledge: Html 5

CREDITS

One Club Showcase, Lurzer's Archive, Ads of the World, Graphis Advertising Annual, Creativity, The Buildings of Los Angeles, Addys, Adweek

MORE

Top three places I've traveled: Italy, Switzerland and Spain. Skills I have developed over the years: golf, soccer, ping pong and wine tasting. Top three television series ever watched: Ray Donovan, Billions and Succession. Guilty pleasures, I know.