

Monte Michaelis / Creative & Design Executive

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Leadership Experience

Self-employed – New York, NY (Remote)

Creative Director & Principal Consultant | Jun 2025 – Present

Independent creative direction, brand strategy, art direction, and executive coaching for clients across consumer tech, gaming, and emerging technology sectors.

Hypixel Studios (Riot Games) – New York, NY (Remote)

Creative Director | Mar 2023 – Jun 2025

Global creative leader for Hytale, directing brand and content disciplines across art, animation, UX/UI, audio, VFX, narrative, and tech art. Managed a cross-discipline team of domain leaders to define and protect the creative vision. Collaborated with executive leadership to translate product strategy into creative direction, ensuring brand and product felt cohesive across every touchpoint.

Amazon – New York, NY (Remote)

Interactive Creative Director | Jun 2022 – Jan 2023

Owned the creative vision for applications on the Amazon Glow, a first-of-its-kind interactive product for kids and families. Directed brand expression across art, UI, motion design, and game design, maintaining an exceptionally high bar for craft and clarity. Lifetime customer rating: 4.5 stars, with 72% five-star reviews.

Slalom – New York, NY (Remote)

Director, Experience Design | May 2020 – May 2022

Led experience design for the Northeast US region, directing brand and product design across discovery, delivery, and stakeholder alignment for clients across industries. Managed internal teams and external specialists, setting standards for craft and creative output.

Collibra – New York, NY

Head of Creative | Oct 2019 – May 2020

Directed cross-departmental creative for a fast-growing SaaS brand, managing a multi-discipline team across digital experiences, print, and physical displays. Delivered a complete brand refresh rollout, while resolving in 3 months a website initiative that had stalled for 18.

Arkadium – New York, NY

VP, Creative Innovation | Sep 2018 – Oct 2019

Directed global creative operations for a digital gaming portfolio reaching 50M+ monthly users. Led brand, product design, and innovation strategy across platforms. AI-enabled interactive engagements earned a DigiDay Award for Best Custom Advertising.

Microsoft – Redmond, WA

Creative Director | Jul 2016 – Aug 2018

Directed brand and creative for first-party HoloLens applications, including Dynamics 365 Layout. Led visioning engagements with enterprise clients, translating complex strategy into compelling, design-forward creative direction.

Geocaching HQ – Seattle, WA

Creative Director | May 2014 – Jun 2016

Built a company-wide design department from a small team of interaction designers, achieving a 35% improvement in customer engagement KPIs across web and mobile. Directed product design, front end development, video production, and creative services.

PopCap Games (EA) – Seattle, WA

Art Director | Aug 2009 – Feb 2013

Promoted from Senior Artist to Art Director of Plants vs. Zombies 2. Defined the visual language and art pillars of the game, managed a multi-specialty creative team, and contributed original character designs. PvZ2 achieved 25 million players in its first month and won DICE Casual Game of the Year.

Education

Bachelor of Science | Graphic Design | The Art Institute of Pittsburgh

Associate of Applied Arts | Computer Animation | The Art Institute of Seattle