

GRiffin WALDAU

ART DIRECTOR, VISUAL DESIGNER, UI/UX DESIGNER

860.690.5978
griffinisland@gmail.com
griffinwaldau.com

SUMMARY

- Over fifteen years experience in the fields of creative and art direction and visual and interaction design.
- Adept storytelling skills and the technical ability to create a rich and engaging presentation across multiple media outlets.
- In-depth understanding of current consumer technology trends, print and digital signage, environmental design standards, video production, and motion graphics.
- Accomplished in creative problem solving, communication, multitasking skills, team collaboration and the ability to deliver an excellent product under fierce deadlines.

EDUCATION

SCHOOL OF VISUAL ARTS - NEW YORK CITY 2002-2005

B.F.A with Honors - Illustration and Graphic Design

EXPERIENCE

POP 2015 - PRESENT

Art Director

Art direction and visual design for global media campaigns for Microsoft, Starbucks, and other high caliber clients. Set and motion design for photo and video shoots. Directed teams of designers in-house and remotely to uphold design standards across multiple campaigns for Microsoft. Created designs for new technology platforms such as HoloLens and Vive.

MICROSOFT RETAIL TECHNOLOGY GROUP 2012 - 2015

Senior Visual Designer, UI/UX Designer

Visual and UI/UX designer for Microsoft RTG. Provided visual design, art direction, and copywriting for large scale video in-store experiences for the Microsoft retail stores. Additional responsibilities included designing UI/UX for web and desktop applications for scaling and automating production within the team. Also created proof of concepts, storyboards, prototypes and finished designs for cutting-edge interactive customer experiences.

MERCURY SEATTLE 2011 - 2012

Art Director, Motion Designer, Illustrator, Storyboard Artist

Created a series of unique animated technical and consumer education videos and print design collateral for AT&T's Mobilize Everything campaign. Brought the videos from concept to completion through art direction, storyboarding, copywriting, motion production and sound design.

MONSWOON INC. 2007 - 2011

Co-Founder, Creative Director

Co-founded and served as creative director of a small full service design and branding agency with a nationwide client base. Services provided included brand development and implementation, print design, illustration, video production, motion graphics, web development, and social media strategy.

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EXPERIENCE

TRACY TURNER DESIGN INC. 2006 - 2008

Art Director, Environmental Graphic Designer

Art direction and environmental graphic design for large scale commercial projects including world class museums, town centers, and commercial developments. Brand development, print and package design, and web development for a wide variety of clients including: I.M. Pei & Partners, Ian Schraeger, and the Downtown Brooklyn Partnership.

SELECTED PROJECTS

MICROSOFT CLOUD+ENTERPRISE 2016

POP

Art Directed a global umbrella campaign telling a unified story for Microsoft Cloud across 12+ lines of business, targeting enterprise IT professionals. Campaign assets—social media, native content, interactive banners and landing pages—were created for Microsoft's most valuable enterprise products such Azure, Visual Studio, Power BI, Advanced analytics and more.

BACK TO SCHOOL 2014 CAMPAIGN - MICROSOFT RETAIL STORES

Microsoft Retail Digital Creative

Provided extensive art direction, design, illustration and storyboarding for the "Back to School" campaign featured in the Microsoft stores during summer 2014. The results of the campaign effort was a large-scale collaborative production between several studios including video, digital signage, motion graphics, and print.

DIGITAL MURAL SERIES - MICROSOFT RETAIL STORES

Microsoft Retail Digital Creative

Concepted, art directed, and produced a series of large scale digital murals for Microsoft's retail stores celebrating landmarks and cultural touchstones for each store's particular region. The design aesthetic that I developed for this project became the standard for illustration for the Microsoft Store's video walls.

BLUE BACK SQUARE

Under the creative direction of Tracy Turner Design Inc.

Art directed and designed a comprehensive environmental graphic design program for a major mixed-use downtown development of retail, residential and commercial space in the town of West Hartford, Connecticut. Created a series of illustrations for the centerpiece of the project - an alphabet wall featuring the town's cultural landmarks and paying tribute to West Hartford's most famous native son - the pioneering lexicographer, Noah Webster.