

GRIFFIN WALDAU

CREATIVE DIRECTOR, VISUAL DESIGNER, UI/UX DESIGNER

860.690.5978

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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

SYNECT 2017 - PRESENT

Creative Director

Directed a studio of designers, illustrators, and motion experts to create large scale games, interactive customer experiences, and billboard sized videos for the Microsoft Retail Stores' panoramic video walls. Spearheaded an internal branding initiative for Synect, including messaging, storytelling, and visual identity development.

POP 2015 - 2017

Art Director

Art direction and visual design for global media campaigns for Microsoft, Starbucks, and other high-caliber clients. Directed teams of designers in-house and remotely to uphold design standards across multiple campaigns for Microsoft. Oversaw set and motion design for photo and video shoots. 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 used 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.

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EXPERIENCE

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.

SELECTED PROJECTS

SKY PIRATES - PANORAMIC VIDEO GAME CONCEPT

SYNECT

Directed the development of a video game to be played by customers of the Microsoft Store on a video wall canvas consisting of 1080x28800 pixels. Design direction included visual style, story, character and object design, level design and end-to-end game mechanics.

THE ART OF WORDS

POP

Provided Art Direction for an inspiring video content piece for Office 365 subscribers, exploring the speechwriting techniques of John F. Kennedy. Responsibilities included initial branding and logo design, location scouting, set and prop styling, wardrobe, motion design, and collaborating with the video production team on editing and sound design.

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. Created campaign assets including social media, native content, interactive banners and landing pages for Microsoft's most valuable enterprise products such as Azure, Visual Studio, Power BI, Advanced Analytics and more.

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 set the standard for illustration for the Microsoft Store's video walls.