

GRIFFIN T. WALDAU

CREATIVE DIRECTOR | EXPERIENCE DESIGNER | ILLUSTRATOR

860.690.5978

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griffinwaldau.com

SUMMARY

Visual storyteller with more than fifteen years of experience in creative direction, art direction, and design. Adept interactive designer with technical capabilities for delivering rich, engaging experiences across multiple platforms. Deep understanding of current consumer trends, emerging technology, print and digital signage, environmental design standards, video production, and motion graphics. Creator of popular series of fine art prints sold worldwide. Accomplished in creative problem solving, communication, management, team collaboration, and delivering excellent results under fierce deadlines.

EDUCATION

SCHOOL OF VISUAL ARTS - NEW YORK CITY 2002-2005

BFA with Honors in Illustration and Graphic Design

EXPERIENCE

VMLY&R 2017-Present

Senior Art Director, Senior Experience Designer

Creating concepts and leading team members to execute high-profile campaigns for premium clients, including Microsoft, Intel, and WPP. Planning and designing intuitive user experiences for complex web and mobile applications.

SYNECT 2017

Creative Director

Directed a studio of designers, illustrators, and motion experts to create large-scale games, interactive customer experiences, and billboard-sized media for the panoramic video walls in the Microsoft retail stores. Spearheaded an internal branding initiative including messaging, storytelling, and visual identity development.

POP 2015-2017

Art Director

Art direction and visual design for global campaigns for Microsoft, Starbucks, and other high-caliber clients. Directed teams of in-house and remote creatives to uphold design standards across all Microsoft initiatives. Oversaw set and motion design for photo and video shoots. Created visual solutions for new technology platforms such as HoloLens and HTC Vive.

MICROSOFT RETAIL TECHNOLOGY GROUP 2012-2015

Senior Visual Designer, UI/UX Designer

Visual and UI/UX design for Microsoft Retail Technology Group. Provided concepts, art direction, and copywriting for Microsoft Store video walls. Created UI/UX for web and desktop applications to scale and automate production of high-resolution content for more than 50 configurations of video walls. Created concepts, storyboards, prototypes, and finished designs for cutting-edge interactive customer experiences.

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EXPERIENCE

MONSWOON 2007–2011

Cofounder, Creative Director

Cofounded a full-service design and branding agency with a nationwide clientele. Provided creative direction for brand development, implementation, print design, illustration, video production, motion graphics, web development, and social media strategy.

FAVORITE PROJECTS

MEMES OF THE FLOATING WORLD

Personal Project

Created a series of fine art illustrations that reimagine popular memes in classic Japanese ukiyo-e style. Worldwide sales of art prints and custom merchandise with an avid and growing fanbase. Featured in BuzzFeed, Design Taxi, and Bored Panda. Ranked as the all-time top post on r/illustration on Reddit.

MICROSOFT ARTIFICIAL INTELLIGENCE INITIATIVE

VMLY&R

Created a high-concept campaign showcasing Microsoft's position on the future of AI and the AI-powered services offered to software partners.

SKY PIRATES PANORAMIC VIDEO GAME

Synect

Directed the development of a custom video game designed for the Microsoft Store video wall canvas comprised 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 inspiring Office 365 video content that explored the speechwriting techniques of John F. Kennedy. Responsibilities included initial branding and logo design, location scouting, set and prop styling, wardrobe, and motion design. Collaborated with the video production team on editing and sound design.

DIGITAL MURAL SERIES AT MICROSOFT STORES

Microsoft Retail Digital Creative

Concepted, art directed, and produced a series of large-scale digital murals for Microsoft Stores. Designed content celebrating landmarks and cultural touchstones for each store location. Defined an iconic visual style for localized illustrations on the video walls.