

# RESUME

## MICHAEL NURCZYNSKI

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## CREATIVE LEADERSHIP

Creative leader with 20+ years of agency and in-house experience, specializing in building and scaling high-performing multidisciplinary teams. Brings a systems-thinking approach to brand — establishing design languages and creative frameworks that drive consistency, elevate quality, and give in-house creative a strategic seat at the table. Equally comfortable in concept and execution, bridging brand vision and business outcomes across every touchpoint.

## CORE STRENGTHS

- Foster a creative culture where exceptional talent is developed, challenged, and retained.
- Establish design languages, creative systems, and operational frameworks that enable teams to do their best work at speed and scale.
- Champion ideas that shift culture, challenge conventions, and move business forward.
- Translate brand ambition into executional clarity — bridging creative output and organizational strategy.
- Elevate in-house creative from service provider to strategic competitive advantage.
- Leverage AI and emerging technologies to optimize workflows and accelerate production.

## EXPERIENCE

### Fidelity Investments

**Vice President, User Experience – Enterprise Design** *April 2023 – May 2026*

Led the vision, evolution, and governance of the Fidelity Design System (FDS), establishing a unified design language across all B2B, B2C, and internal digital experiences — web, mobile, and hybrid. Served as the strategic bridge between UXD and Fidelity's internal creative agency, ensuring brand consistency across every touchpoint under a OneFidelity framework. Managed external agency relationships, budgets, and deliverables while leading a 20-person cross-functional team of designers and developers (FDS Ambassadors).

### Zoominfo

**Senior Creative Director** *September 2021 – June 2022*

**Creative Director** *September 2020 – August 2021*

Built and led a 15-person multidisciplinary creative team spanning web, mobile, motion, video, print, OOH, OLA, illustration, and internal/external communications. Conceived and pitched an unsolicited rebrand initiative, driving it from proposal through company-wide adoption.

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### **Tripadvisor**

**Associate Creative Director** *October 2014 – May 2020*

Built and led a 10-person brand creative team across B2B and B2C initiatives, spanning print, email, OOH, OLA, social, video, web, campaign, and internal/external communications. Led the design vision for TripAdvisor's first-ever airport retail stores and spearheaded the Unleash Iceland campaign.

### **Isobar**

**Associate Creative Director** *April 2013 – September 2014*

**Art Director** *July 2011 – March 2013*

**Senior Designer** *October 2010 – June 2011*

Built and led a 5-person creative team delivering work across web, mobile, motion, video, print, OOH, and OLA for a portfolio of major brands including Adidas, Motorola, MacKenzie Investments, Putnam Investments, Old Mutual Asset Management, and Enterprise. Recognized with four industry awards spanning digital, social, and financial services work — including two 2014 Hatch Bronze awards for Adidas, a 2011 WebAward for tauck.com, and a 2011 Kasina Top 10 Financial Intermediary Site award for putnam.com/advisor.

### **Panraven**

**Senior UI Designer** *September 2009 – September 2010*

Led a team of three designers, driving the vision, execution, and ongoing evolution of an online photo storage, management, and custom merchandise storefront experience.

### **Burton Snowboards**

**Web Designer** *June 2007 – August 2009*

**Junior Web Designer** *October 2005 – May 2007*

Concepted, designed, and deployed burton.com annually — intentionally rebuilding the site from scratch each year to drive anticipation, brand loyalty, and sales both within and beyond the action sports sector. Also supported and executed digital work across Burton's sub-brands including Analog, Gravis, RED, and Idiom. Awarded the 2008 American In-House Design Award for gravisfootwear.com.

### **Kelliher Samets Volk**

**Graphic Designer & Production Artist** *2003 – 2005*

Supported a diverse roster of local and national clients across a broad range of print work, including Sugarbush Resort, Bretton Woods, Efficiency Vermont, Chittenden Bank, and Unicef.

### **Jager Di Paola Kemp**

**Design Intern & Traffic Manager** *2000 – 2001*

Supported a diverse roster of local, national, and global clients across a range of creative work, including Burton Snowboards, Eastpak, Merrell, Seventh Generation, and Magic Hat.

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### **EDUCATION**

- Champlain College — Graphic Design & Digital Media, BFA (2001 – 2002)
- University of Connecticut — Multimedia & Graphic Design (1998 – 2000)

### **AWARDS**

- 2014 Hatch Bronze / adidas D Rose 4 / Websites Product, Goods, Promotion
- 2014 Hatch Bronze / adidas #QuickAintFair / Social
- 2011 WebAward / tauck.com
- 2011 Kasina Top 10 Financial Intermediary Site Award / putnam.com/advisor
- 2008 American In-House Design Award / gravisfootwear.com
- 2005 PRINT Regional Design Annual Award / Mozart in Vermont promo

### **REFERENCES**

Provided upon request.