

MICHAEL A. PACE

Accomplished creative professional having extensive design expertise spanning multiple digital formats with proven success. Accountable and ambitious new media creator who is skilled at identifying and isolating challenges and turning those into great customer experiences. Exceptional marketer who excels in managing change and engaging resources in fast-paced agile environment. Passionate innovator motivated by analytics and performance-driven outcomes.

Web Designer, Developer, and Marketing & Advertising Creative

📞 (310) 428 7991

✉️ [\[email protected\]](#)

WORK EXPERIENCE

Owner, Web Developer, Designer, and Creative Director

Present

MICHAEL PACE DIGITAL, Self-Employed

Creative advertising design and production for Print, Audio/Video, and Web marketing projects for major movie studios, dynamic ad agencies, growing companies, and high level professionals atop diverse industries.

Enterprise level responsive mobile / tablet / desktop, device agnostic websites

Digital creative strategy, marketing and advertising projects

Web business development, site management and secure hosting

An experienced producer of content - multimedia, broadcast and mobile entertainment from concept to completion

Custom CMS (Content Management Systems) Adobe, Wordpress, Drupal

Social media profile / marketing management

Responsive graphical email, newsletters and blog posts

HD Video capture / editing / finishing

Senior UX/UI Designer, Marketing (Contractor)

San Francisco, CA · 2015 - 2016

SPLUNK INC.

Create visual designs and user interface design that address business, brand, market, and marketing requirements, including design and production of screen layouts.

Participate in the strategy for concept development, design ideation, and detailed specification of visual designs for user interfaces of the future and existing innovations, prototypes and mockups.

Produce design wireframes, user flows and scenarios and design prototypes.

Work closely with creative services team, product teams, stakeholders of different websites and bring them in alignment.

Successfully communicate conceptual ideas, design rationale and the specifics of user centered design process.

Collaborate with marketing department, content producers and management to refine the user experience.

Work with web marketing specialists and web developers to deliver the final product.

Web Developer, Designer UX/UI, Global Digital Marketing

San Francisco, CA · 2016

ON24 INC.

Creatively produced and executed four major website versions for world's largest webinar provider including customized media-rich content and "mobile first" device-agnostic programming.

Conceptualize key-art elements to communicate marketing/advertising/promotional materials

Gather project requirements from stakeholders, create layouts, and work-flow to communicate approach, develop basic screens, wire-frames, story boards for look & feel options to on which to gain approval for production.

Coordinate internal and external vendor resources to create prototypes thru finish programming

Research and test to ensure visually impactful pixel-perfect solutions incorporating brand guidelines and engaging calls-to-action supporting lead conversion.

Revise and update designs per stakeholders, test browser compatibility and modern web standards to ensure quality digital playback via web browser iterations, mobile, social sharing.

Direct detailed analytic assessments and drive marketing campaigns utilizing performance measurement tools.

Manage \$200K+ budgets for SEO and web programming deliverables including rigorous cost cutting negotiations without hindering production schedules.

Utilize cutting-edge coding practices to deliver digitally responsive optimized global products.

Owner and Interactive Creative Director

Venice Beach, CA · 2010

OBEDIENT MEDIA, INC.

Creative marketing and advertising design, Interactive, Broadcast and Mobile entertainment, pre-production through post. Expert in current emerging digital standards and companion software applications. Passionate about art, new media, motion graphics, sports, music and community.

Produced packaged (DVD / DVD ROM) media for the international debut of the DVD format with six major studios simultaneously, establishing the industry standard with over 400 released titles both domestic and international. Conceive and produce motion menus, DVD games, value added material, EPKS, Home Video TV commercials, video blog and social media web sites. Graphic design, typography and layout of specialty packaging including newspaper/ trade ad mechanical production. Create publicity materials, theatrical trailers, personality spots, and product sizzle reels.

Founder, CEO, and Senior Creative Director

Los Angeles, CA · 2005

EMA MULTIMEDIA, INC.

A bootstrap startup that had 30+ employees - a first-ever multimedia firm in Los Angeles. Crafted and digitally delivered 400+ interactive home video projects for all of the major movie studios: Columbia TriStar SONY, Sony Wonder, SONY Playstation, Pioneer, HBO Home Video, New Line Cinema, Universal Home Video, Fox Home Video, MGM Home Video and Warner Home Video. Digital delivering interactive on-screen menuing, motion menus, games, video special features, and value added materials such as the first disc to web collaboration.

EDUCATION

UCLA

Los Angeles, CA Present

Major: Business/Communications

Degree: Associate in Arts

Santa Monica Community College

Santa Monica, CA Present

Major: General Studies

SKILLS

Digital Strategies, Website Development, Brand Stewardship, Multimedia Designer, SEO / SEM Optimization, Technical / Analytical, Lead Generation, Creative Problem Solver, Visionary Creative, Leadership / Direction, Team Collaboration, Project Management

HOBBIES

sports, music, community

CERTIFICATIONS

Google Analytics Platform Principals Certification

Sony DVD Pro Discus Award for Creative Excellence: Best Packaging and Best Educational "From the Earth to the Moon" HBO DVD Collection

People's Choice Award – New Line Cinema's Platinum DVD Collection: "Austin Powers: International Man of Mystery"