



MICHAEL McIVOR

Leader & Problem Solver — “Creative Ombudsman”

bio

CAREER HIGHLIGHTS

Associate Creative Director, *Revel* (An Infogain Company)

Seattle | January 2020 - June 2023

Revel is the human-centered design component of Infogain's end-to-end digital offering. In addition to significant internal branding and marketing initiatives, my time at Revel included projects for companies such as Neighborly, HP, FedEx, Stanley Black + Decker, and Microsoft.

Associate Creative Director, *Garrigan Lyman Group*

Seattle | November 2010 - March 2017

I spent the majority of my time with GLG focused on e-commerce and digital marketing for companies such as T-Mobile, Microsoft, and Toyo Tires. I also had the honor of managing and mentoring a team of 3-5 designers, production specialists, and copywriters.

Associate Creative Director, *Razorfish*

Seattle | January 2006 - September 2010

Razorfish provided generous access to challenging project for huge corporations, not only resulting in successful creative outcomes, but also invaluable management, leadership, and presentation experience.

ENDORSEMENT

[Mike's] capacity to generate impactful outcomes from seemingly ambiguous situations is a testament to his abilities.

The strong relationships Mike cultivates with teammates, clients, and stakeholders directly result from his open lines of communication and positive perspective. His inherent problem-solving skills shine through in his knack for distilling detailed information into innovative, actionable design approaches.

Never one to back down from a design challenge, Mike's unique skill set, tireless drive, and optimistic attitude make him an invaluable team member. His determination to succeed is evident in every role he assumes.

James Watson, Executive Creative Director, Revel

CAREER OBJECTIVE

THE SUCCESS OR FAILURE OF GRAPHIC DESIGN is never dependent upon any single individual's contributions. Only in a collaborative situation where staff, employer, and client understand the unique benefits of the creative process can true problem solving occur. This is a wonderful experience—and it's in this rare situation that I wish to find myself; not applying a fresh coat of paint to hide rust or neglect, but to actually help develop and revitalize visual communications.

EDUCATION

BFA in Graphic Design | School of Visual Communications, University of Washington

INSPIRATIONAL QUOTE

Tragedy is when I cut my finger. Comedy is when you walk into an open sewer and die.

Mel Brooks



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[linkedin.com/in/michael-mcivor-06001625](https://www.linkedin.com/in/michael-mcivor-06001625)

First We Understand, Then We Plan

Who Do We Serve?

How might we better understand and empathize with our clients?

A series of up-front interviews and client stories informed key personas, that led foundational understanding and ideation around client needs.

What Do They Need?

By centering on our clients, we use empathy to explore beyond our traditional solution focus, expanding our possibilities and solving for more than just a financial technology application.

27 | OPPORTUNITY INTERNATIONAL DREAMBOOK



TOYO TIRES
driven to perform

FIND TIRES

FIND DEALERS



ALL OR NOTHING

FIND YOUR FIT:
VEHICLE > TIRE SIZE

YEAR

MAKE

MODEL

TRIM

REFER A FRIEND FOR EVEN MORE SHARES

Increase your ownership stake with a share of stock for every friend or family member you bring to T-Mobile.

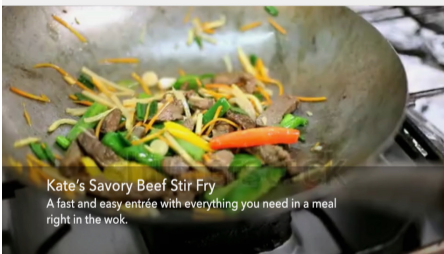
See details



allrecipes

Find a recipe

Ingredient Search



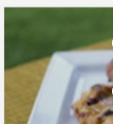
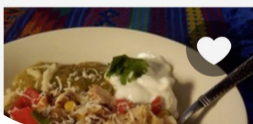
Kate's Savory Beef Stir Fry

A fast and easy entrée with everything you need in a meal right in the wok.



More Recipes for Grilling

Browse more than 1,870 recipes for grilled steak, seafood—plus marinades, spice rubs, and sauces outdoor cooking.



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Factory Focus® by Stanley Black & Decker

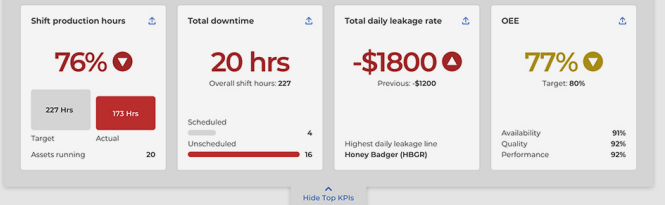
[Plant Manager Employee Name]

DAY VIEW PERFORMANCE OPPORTUNITIES OUTLOOK TEAMS MY TEAM APPS RESOURCES

Your top KPIs

Last Updated: 13:46 | December 10, 2021

KPIs - Productivity



Welcome, Plant Manager

9:46 Friday, December 10, 2021 Edit Page Configuration

Daily priorities

Tasks and activities

Last Updated: 13:46 | December 10, 2021

For want have status ViewView Data Log vM Out & Our for ne

Microsoft

Go smart mobile

Coverage Store Locator Support Cart

GET STARTED

SHOP PHONES & SIMS

BROWSE PLANS & SERVICES

ACTIVATE AC

HUGE, HIGH-SPEED SAME LOW PRICES

Now, get more high-speed data on your choice and web plans—all at the same low prices you GoSmart Mobile.

NEW! Earn bonus high-speed Data Rewards

LEARN MORE

Unlimited plans while on GoSmart Mobile's nationwide network.

First We Understand,
Then We Plan

Who Do We Serve?

How might we better understand and connect with our members?

A series of upland interviews and social data informed key personas, their needs, behaviors, and values, and created a brand identity.

What Do They Need?

By combining our own insights with data available to members beyond our immediate business focus, we identified key needs and created a brand identity that is a fit for their needs.

Our members are our priority. We are committed to providing the best possible experience for our members, and we are committed to providing the best possible experience for our members.

TOYO TIRES
a Goodyear brand

FIND TIRES FIND DEALERS

TOYO TIRES
driven to perform

FIND YOUR FIT
VEHICLE 1-2014 Honda Civic

MAKE MODEL YEAR

REFER A FRIEND
FOR EVEN MORE SHARES

allrecipes.com

T-Mobile

allrecipes.com

Kate's Savory
A fast and easy recipe for grilled steak, potatoes, and vegetables.

allrecipes.com

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allrecipes.com

neighborly

We do more than manage properties
a community of home service experts
We deliver peace of mind.

Wherever you have property in need of management, you'll find a local Real Property Management office nearby. Visit yours today.

Factory FocusSM by Stanley Black & Decker

Stanley Black & Decker

Welcome, Plant Manager

Daily priorities

Tasks and activities

Microsoft

GoSmart

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SAME LOW PRICES

brightspot

Now, get the high-speed data on your choice and web plans—all at the same low prices you GoSmart Mobile.

LEARN MORE

Our Impact to Date

1971 – 2021 // 50 YEARS OF OPPORTUNITY

50

With training from her loan group, Raksha was able to increase customers to her business in India and send her daughter to school.

Cumulative since 1971:

54M
loans

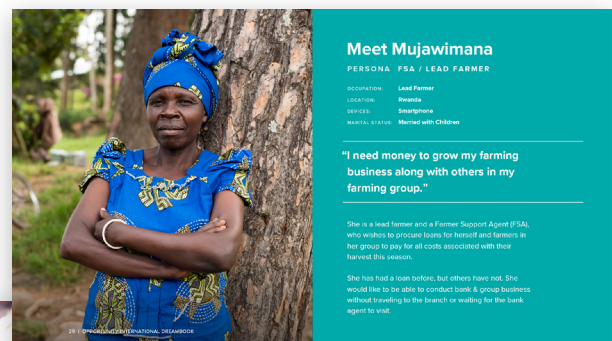
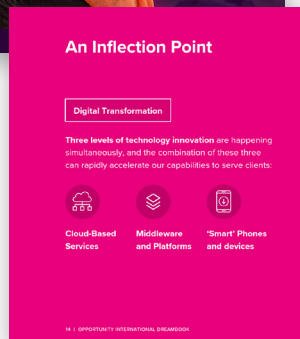
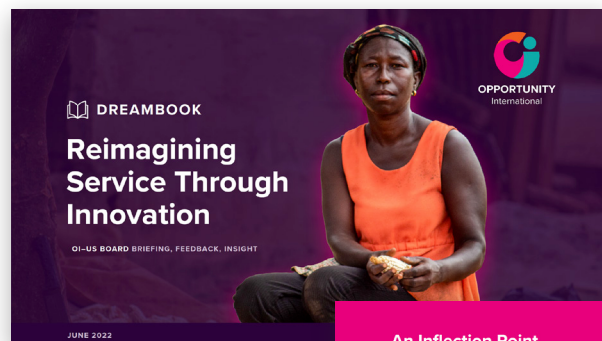
\$2.1B
loaned

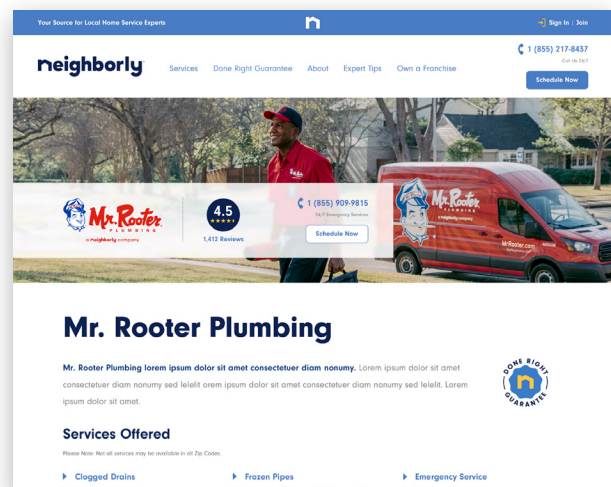
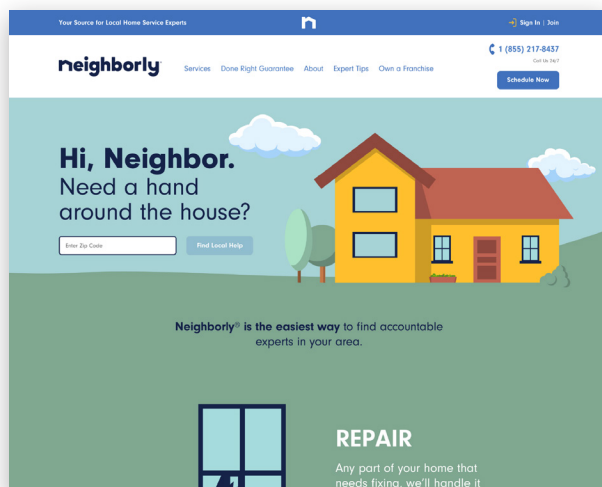
55M
insurance policies

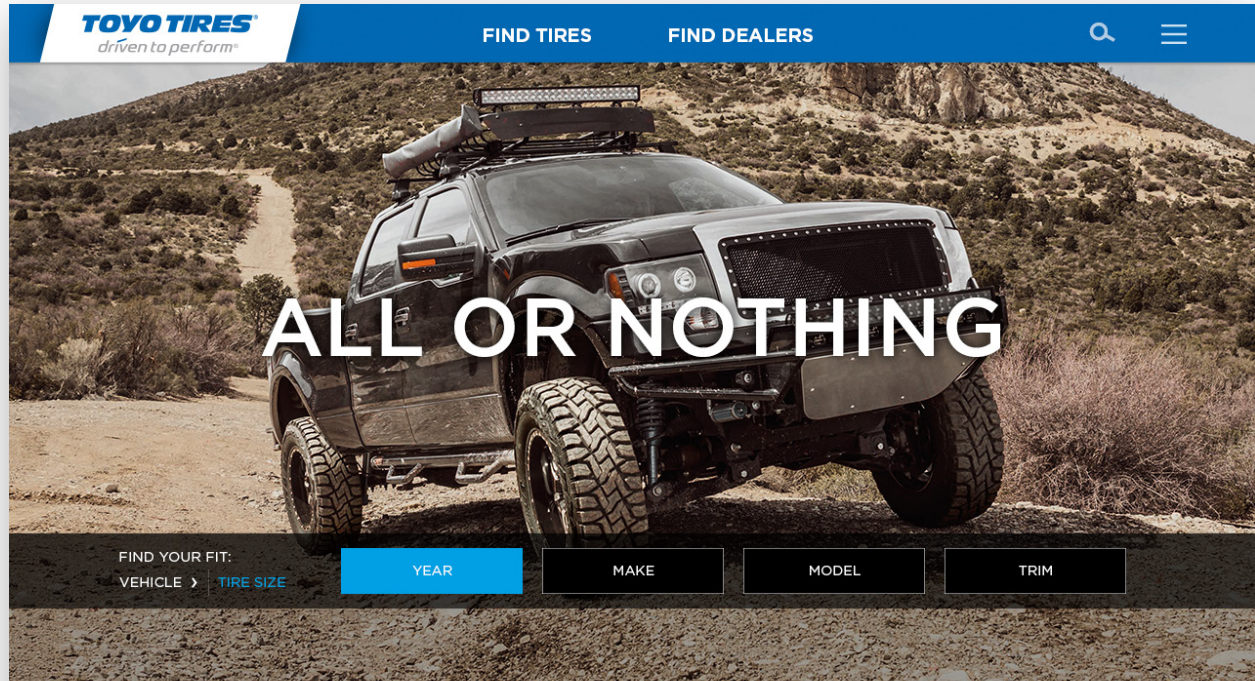
8M
children in school

\$200M
in loans to farmers

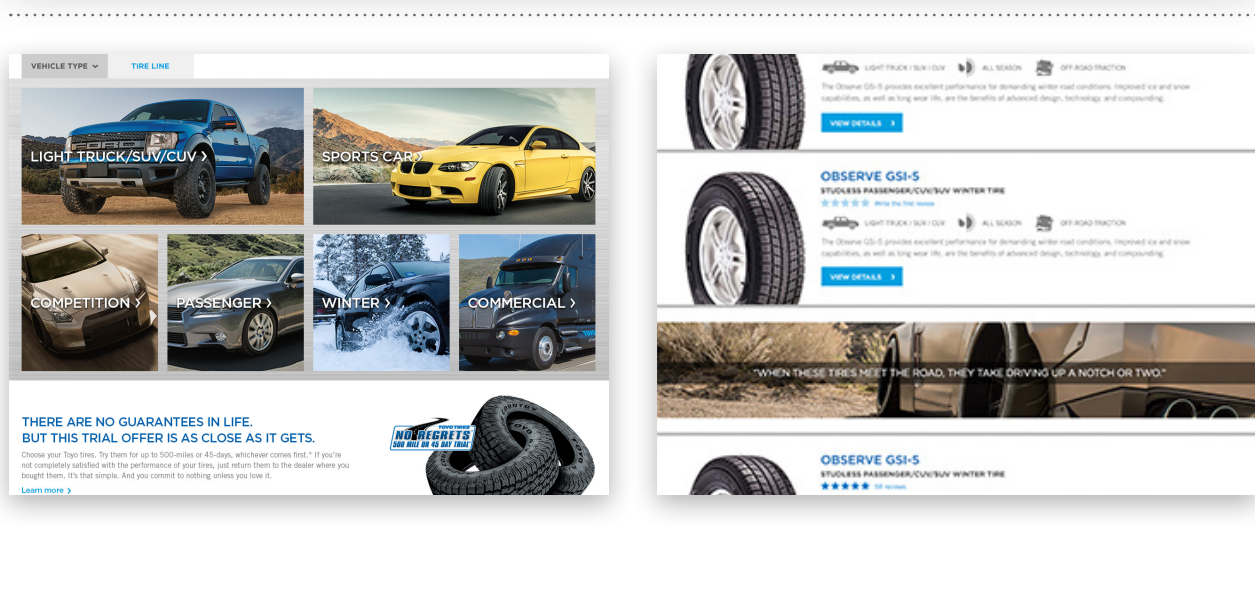
6 | OPPORTUNITY INTERNATIONAL DREAMBOOK







DEALERS NEARBY		
View All > Change Location >		
1.75mi LOREM IPSUM DOLOR ALLEN TIRE CO. #21 20761 PUDDLE SEEDLING DRIVE LITTLE TOWN, GA 30630	3.06mi CONSECTETUER AMERICAN TIRE DEPOT 20761 POND TREE BOULEVARD MIDDLEBURG, GA 30630	4.29mi AMET DIAM LELELIT TIRE OUTLET #88 20761 LAKE FOREST HIGHWAY SAINT CITY, GA 30630



Factory Focus[®] by Stanley Black & Decker

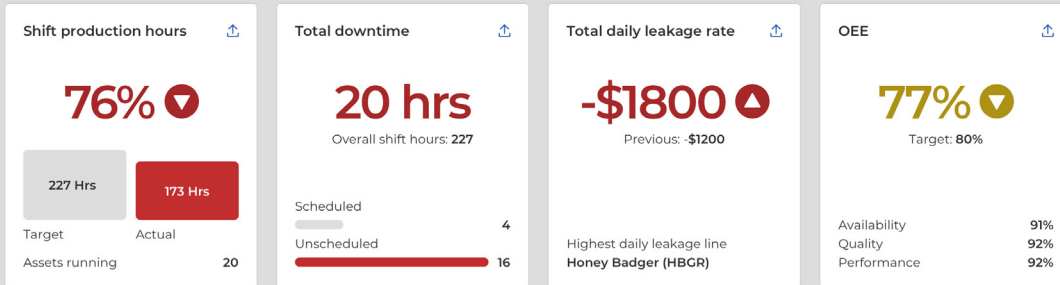
[Plant Manager Employee Name]   

[DAY VIEW](#) [PERFORMANCE](#) [OPPORTUNITIES](#) [OUTLOOK](#) [TEAMS](#) [MY TEAM](#) [APPS](#) [RESOURCES](#) 

Your top KPIs

Last Updated: 13:46 | December 10, 2021

KPIs - Productivity 



[Hide Top KPIs](#)

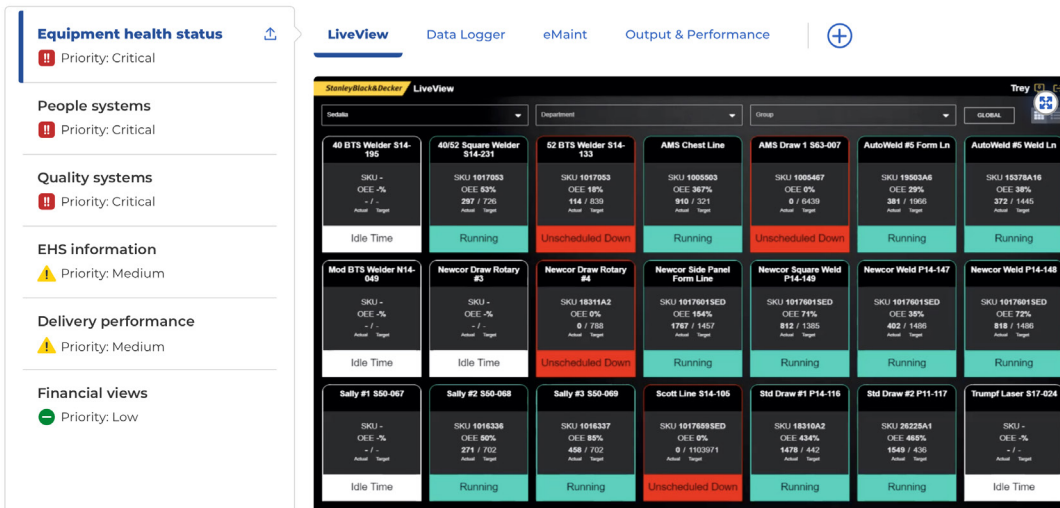
Welcome, Plant Manager

9:46 | Friday, December 10, 2021 [Edit Page Configuration](#)

Daily priorities

Tasks and activities

Last Updated: 13:46 | December 10, 2021



My standard work

STOCK UP™
#GETTHANKED WITH UN-CARRIER STOCK

WE'RE MAKING YOU OWNER OF THE COMPANY

Here, you're more than just a customer. In fact, when you bring your number to T-Mobile you get a share of T-Mobile stock.

1. DOWNLOAD the T-Mobile Tuesdays app.
2. LOG IN with your T-Mobile phone number.
3. GO TO "MY STUFF," select "T-Mobile Stock" and click "Redeem."
4. SET UP your brokerage account at our partner, LOYAL3.

Who is eligible?
Every new consumer account prospect receives phone stock when they bring their number to T-Mobile.

When can I claim my stock?
All eligible T-Mobile customers stock within 3 weeks of activation.

ORDER AND TAKE DELIVERY IN THREE EASY STEPS

- STEP 1: Place your order at 1-855-429-5572
- STEP 2: A T-Mobile rep will contact you to schedule delivery.
- STEP 3: Take curbside delivery from Uber at your home or office address.

COVERAGE MAP

Delivered with UBER

FREE SAME-DAY DELIVERY WHO'S ELIGIBLE

New T-Mobile customers
Existing T-Mobile customers ready to add a line
San Francisco residents living within qualifying ZIP codes

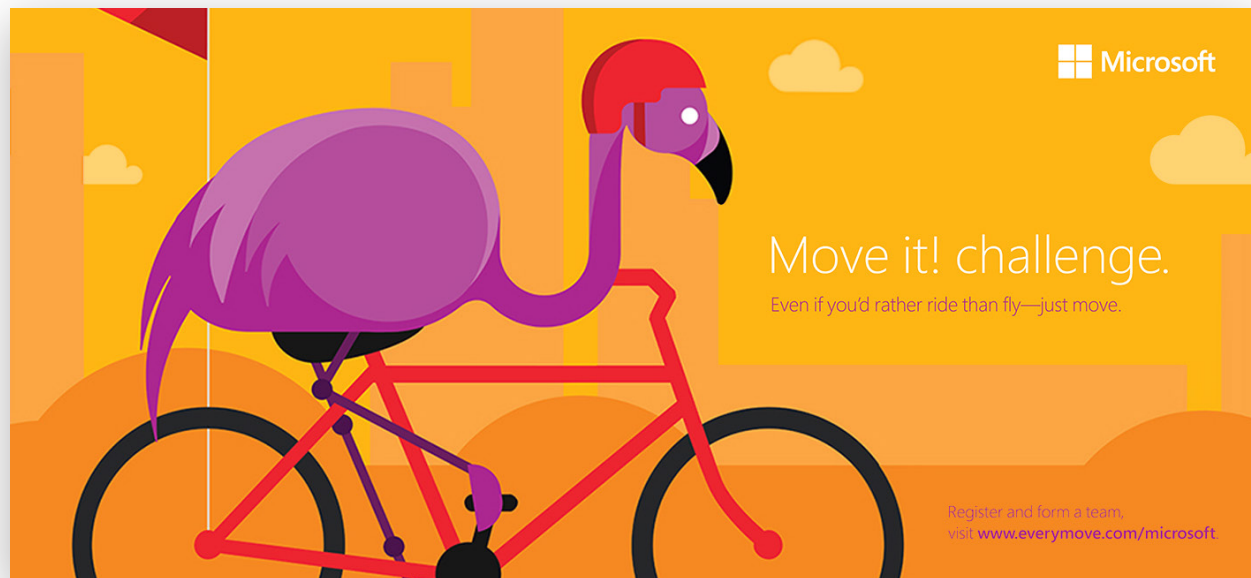
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On America's fastest 4G LTE network for your smartphone.



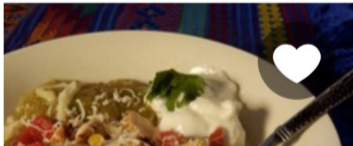


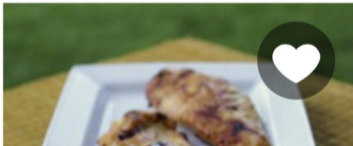


Kate's Savory Beef Stir Fry
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★★★★★ 242

Fire roasted tomatoes, fajita season
seasoned black beans give this quick
delicious soup a cooked all day flavo

Recipe by Gweb8

4 556 40



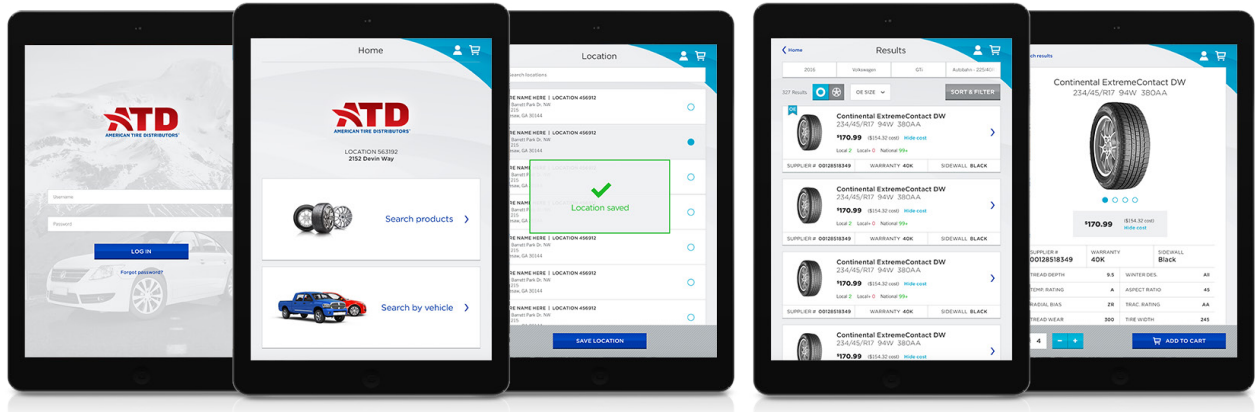




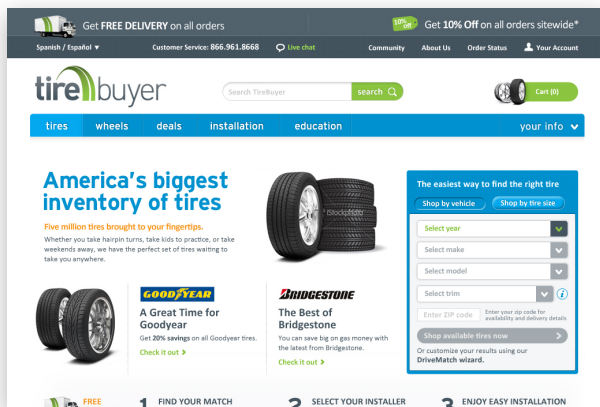
thank you



The Garrigan Lyman Group (GLG) Era : Additional Samples



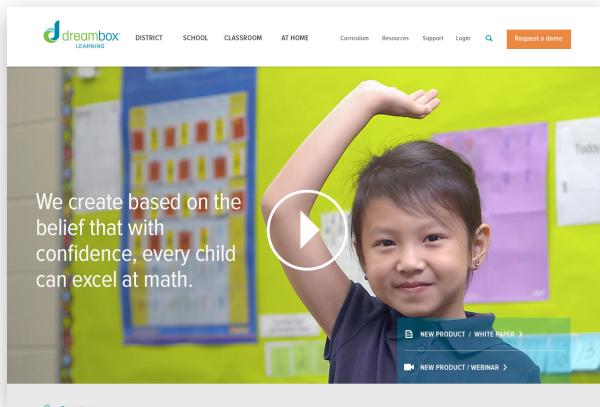
AMERICAN TIRE DISTRIBUTORS [ATD] : RESELLER PORTAL : TABLET APPLICATION



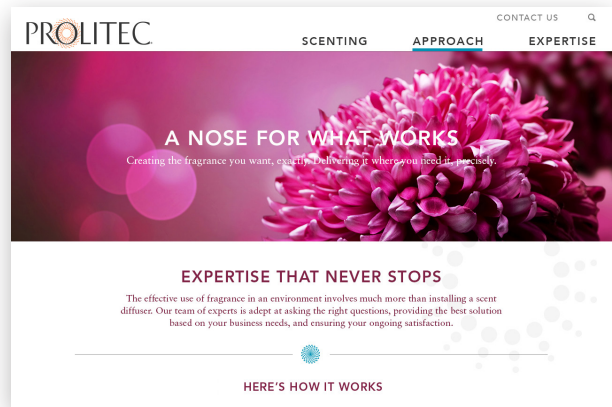
TIREBUYER : B2C ADAPTIVE WEBSITE



QUANTUM : B2B ADAPTIVE WEBSITE

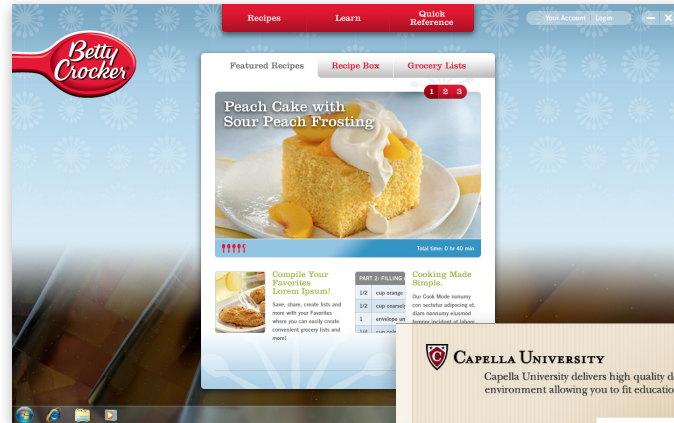


DREAMBOX : B2C RESPONSIVE WEBSITE

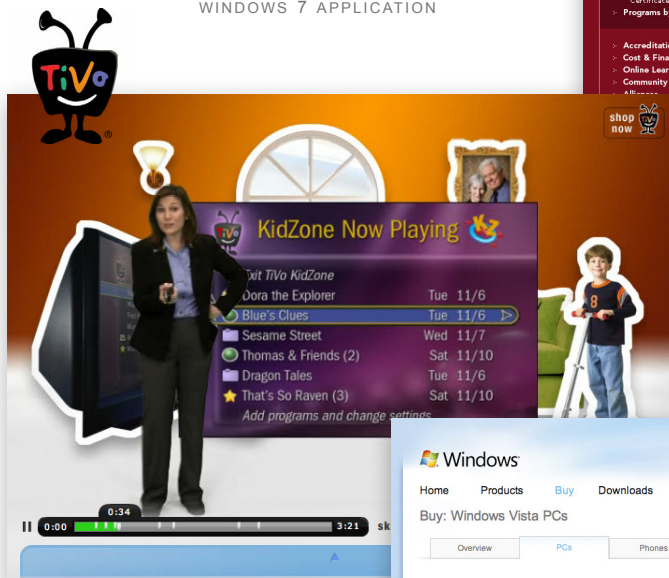


PROLITEC : B2B RESPONSIVE WEBSITE

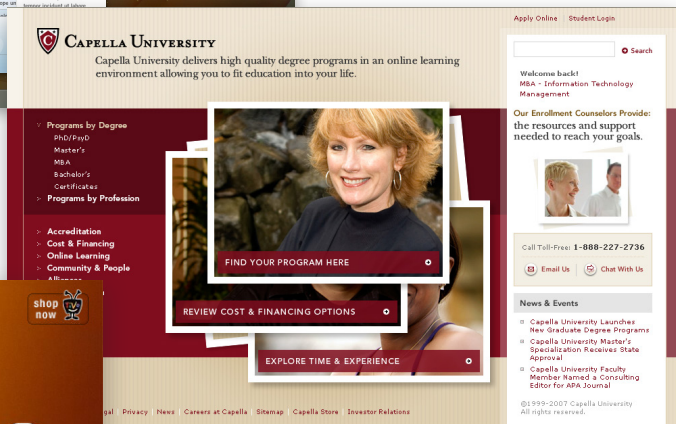
The Razorfish Years : Additional Samples



BETTY CROCKER :
KITCHEN ASSISTANT :
WINDOWS 7 APPLICATION



TIVO : CAPABILITIES OVERVIEW :
VIDEO



CAPELLA UNIVERSITY : UNIVERSITY GUIDE :
B2C ADAPTIVE WEBSITE



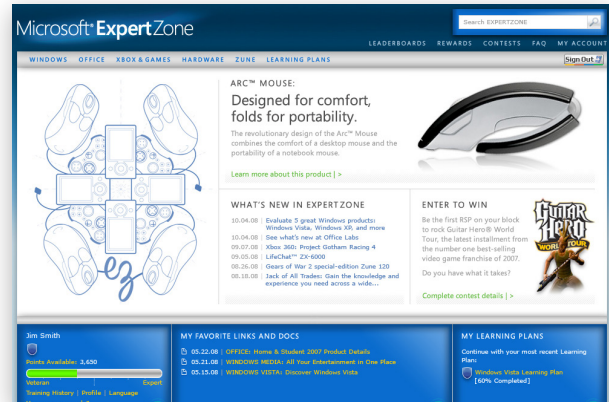
MICROSOFT : LAPTOP SCOUT :
B2C ADAPTIVE WEBSITE



The Razorfish Years : Additional Samples



CINGULAR WIRELESS : B2B ADAPTIVE WEBSITE



MICROSOFT : DEALER PORTAL : B2C ADAPTIVE WEBSITE



MICROSOFT : WINDOWS PHONE : KIOSK DEMO



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