



MIKE FUCHSMAN


Director of Creative Services


UI/UX | Visual Design / Direction

 (720) 989-9008

 mfuchsm@n@gmail.com

 [Linkedin.com/in/MikeFuchsm](https://www.linkedin.com/in/MikeFuchsm)

 summitmediadesign.com

 [Online Portfolio](#)

Creative services leader responsible for company design vision, production and UI/UX development for all static and full-motion digital medias. Proven achievements in building award-winning, multi-disciplinary, creative departments for two publicly traded companies. Excel at visual and UI/UX design, marketing communication campaign development, producing high-performing collaborative teams, and propelling revenue and team member creative talents to the next level.

TECHNICAL SKILLS

Adobe Creative Cloud 2017 *(high proficiency)*

After Effects, Audition, Illustrator, In-Design, Lightroom, Media Encoder, Photoshop, Premiere Pro, Dreamweaver, Xperience Design

Full-Stack Web Development *(front-end focus)*

HTML5, CSS3, Bootstrap, Materialize, JavaScript, jQuery, Moment.js, React, WordPress, Prototyping, Wireframes, API's, Node.js, JSON, AJAX, MySQL, MongoDB, Coding Software Utilities

Data, Workflow & Project Management

Google Analytics, SEO, Lean, Agile, Kanban, GitHub, Trello

PROFESSIONAL EXPERIENCE

Summit Media Design, LLC

 Castle Pines, CO
Jan. 2017 – present


- Founder and producer for successful LLC specializing in responsive UI/UX design, SEO best practices, marcom development and short-form, full-motion audiovisual media development.

National CineMedia, LLC (NCM)

SVP – Media & Production Services

VP – Media Production & Motion Graphics

Director – Motion Graphics

 Centennial, CO
2010 – 2017
2007 – 2009
2005 – 2006


- Directed visual design, production, post and creative operations for FirstLook digital advertising program seen by 700 million people annually, generates \$460MM per annum and has a 98% audience likeability rating.
- Formed 13-person motion graphics team that produced 2,000 full-motion :15 to :60 second advertising spots annually, accounting for ~ \$16MM in media sales and \$1.5+MM in ancillary revenues after my arrival.
- Impacted stereoscopic-3D advertising growth from \$0 to \$50MM over three years by producing, and presenting in 3D, a production best-practices presentation to prominent advertising agency representatives and at industry conferences.
- Saved a \$3MM account from cancellation by independently learning 2D-to-3D stereoscopic conversion mastering in two-days, performing the conversion, and subsequently presenting the finished, agency approved product five days later.
- Led 15-person production team that executed post-production, quality control analysis and content approvals on 26,000 client produced advertisements annually and produced 1:30 to 2:30 seconds live-action content trailers for national and regional advertising clients.

- Modernized post-production IT infrastructure that resulted in a 136% y-o-y productivity increase, a contraction of three full-time staff positions, and a seven-day reduction in post-production cycle time.
- Supervised 10-person client services administration team responsible for efficiently managing the customer communications experience and aggregating and reporting on workflow analytics. Four months after assuming team leadership a research survey generated 115 responses of 144 solicitations and revealed an overall 93% satisfied to very satisfied team composite score.
- Authored comprehensive strategic business summaries, technical white papers, departmental operating policies, quality control standards, training modules, disaster recovery plans and more, all of which lead to structurally organized, technically optimized, high-performing teams that yielded extremely low employee turnover ratios.

National Cinema Network

(AMC Theatres Advertising Subsidiary)

VP of Creative Services, Art Director

 Kansas City, MO & Washington, DC
1997 - 2005

- Independently built a business growth strategy, successfully presented it to executive management, and launched an in-house creative agency that focused on advertising design, web development, corporate marketing communications, entertainment programming and new media technologies. That success led to two more agency builds, leading to \$4+MM in sustained ancillary revenues.
- Art Director for AMC's MovieWatcher® Network digital advertising program, the Pre-Show Countdown® and On-Screen Entertainment® film programs, Movie Times® print magazine and large format backlit display medias seen by six million people annually.
- Designed and programmed online media advertising approval system in HTML and ASP.NET that improved operating workflows, reduced the media approval deadline by three days and saved \$1+MM annually in overnight shipping charges.
- Conceived external facing production website that reduced internal phone support scheduling by 76% and improved overall customer service experience.



EDUCATION & CAREER DEVELOPMENT

BA, Communication Studies (*Public Relations*), **Minor in Marketing**

Virginia Tech, Blacksburg, VA

Full-Stack Coding Bootcamp (*UI/UX focus*)

University of Denver, Denver, CO - January 2018

Leading Strategically: Executive Leadership Program,

Center for Creative Leadership, Greensboro, SC - July 2015

INDUSTRY SPEAKING ENGAGEMENTS

- **The 3D Film Festival – 2012 | Speaker & Moderator** | 3D Advertising Panel
- **Digital Hollywood Conference – 2011**
- **Digital Hollywood Conference – 2012** | The 3D Industry: The Explosion of Growth in Film and TV
- **Minneapolis Film/TV 3D University Seminar – 2012**
- **Association of National Advertisers Conference - 2012**
- **3D Entertainment Digital Summit – 2012**
- **USC Film School – 2012 | DNA Conference** – Interactive Media Opportunities in Cinema

PROMINENT CONFERENCE PARTICIPATION

- **Digital Summit Denver 2017 Volunteer**
- **Gartner Symposium/ITxpo 2015**
- **NABSHOW: 1998 - 2016**