

MICHAEL BRYCE

MICHAEL BRYCE / CREATIVE DIRECTOR / BRYCECRAFT INC.

Los Angeles, CA, USA

bryce.mike@gmail.com
office

I love to conspire with amazing people and do engaging stuff. Advertising is a team sport. None of this creative work would have been possible without the many talented people I've enjoyed working with.

Looking for Freelance or Full Time (Preferably in Los Angeles) with an enthusiastic team doing unconventional work.

Experience

Freelance Creative Director

Los Angeles
Dec 2015 - Present

BryceCraft

As a freelancer, I get to be a multi-tool-problem-solver. Worked recently with Anomaly, Sundance Institute, Battery, Fox Studios, DeutschLA, MotherLA, Chiat-Day, Media Arts Lab, 72&Sunny.

Focus: Ideation, brand & digital campaigns, new business pitches, and entertainment marketing.

Group Creative Director

Los Angeles
Jan 2015 - Nov 2015

72andSunny

Clients include Samsung Global, MARVEL + Samsung partnership for AVENGERS 2, the City of Los Angeles, Starbucks, Tillamook and new business.

Freelance Creative Director

Los Angeles
Jul 2014 - Dec 2014

72&Sunny

Clients include Google, Activision, and Samsung

Executive Creative Director

Irvine / Venice / San Francisco
Jan 2013 - Mar 2014

FCB.West

Rebuilt west coast presence of renamed FCB network.
Opened Venice/FCB.West outpost and worked with FCB.SF office to gain new business: Nabi, Dockers, & Levi's.
Continued creative with Taco Bell and launched new Smokey Bear campaign.

Creative Director

Los Angeles
Dec 2011 - Dec 2012

72&Sunny

Launched the Samsung GSII "Next Big Thing" campaign in 2011. Managed Activision Skylanders campaign, and pre launch of Destiny.

Creative Director

Los Angeles
Jun 2011 - Dec 2011

Freelance

Agencies include Fallon, Innocean, DeutschLA and 72&Sunny.
Clients including Cadillac, Hyundai & Samsung

EVP/Group Creative Director

Los Angeles
Dec 1997 - May 2011

Deutsch LA

Started as employee #10. 14 years later, helped build Deutsch LA from a small media office in Santa Monica to a 400+ person agency in Playa Vista. Generated new business wins and managed broadcast and digital creative for PlayStation US, Volkswagen, GM, Saturn, Chevy, DirecTV, TGIFridays, Cici's Pizza & Mitsubishi Motors.

ACD/Art Director

Los Angeles
Oct 1993 - Nov 1997

Fattal & Collins

My first agency in Marina Del Rey. Many of us went on to eventually form DeutschLA. Clients included K-Swiss, Sega, Century City Shopping Center, and several motion picture studios.

Education

Advertising Design, BFA

Art Center College of Design

Pasadena, CA

Sep 1991 - Sep 1993

Awards

Recognized by the Effies, Communication Arts, Addys, Adweek's Best Spots, Creativity's Hot Teams, Belding Awards, One Show, Time Magazine's best Super Bowl spots of the decade, Print Design Annual, Clios and Cannes Lions.

I'm most proud of the moments that aren't trophies:

The work has also been officially banned by the US representative of Nigeria, copied outright by TV3 Network in New Zealand, parodied by Saturday Night Live, and a robot we created became a character in the Marvel/Iron Man films.

New section

References

Available on request - bryce.mike@gmail.com

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