



Michael Noland

Creative Director / UX UI Designer

Info

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Nolanddesigns.com/purefishing

Charlotte, NC

Skills

Creative Direction

Art Direction

Layout Design

Photography

Website Design

Native App Design

Motion Graphics

User Testing

Design Systems

Content Strategy

I/A Design

Product Design

Content Marketing

UX Design

Interaction Design

Advanced

Prototyping

Tools



Xd

Ae

Ai



Platform Experience



University of North Carolina Charlotte

Bachelor of Fine Arts, 2011

Hi, Pure Fishing. It's so nice to meet you.

My name is a Michael Noland. A proven creative leader with a passion for design excellence. Over 12 years of experience working specifically on digital products has given me vast knowledge of design systems, branding in a digital space, user experience, understanding business goals and ultimately converting customers. Professional experience working on large scale B2C consumer sites generating over half a billion in and revenue and creating custom solutions for B2B clients has given me all the tools to lead a team to consistency ship features and products on time and on budget. I would love the opportunity to apply all these skills to a company like Pure Fishing that shares the same goal of creating an exceptional user experience for passionate anglers around the world. Below is real world, proven experience I would love to bring to your company.



Digital Creative Director 2021-Present

- Promoted to lead all digital client work at Wray Ward including large platform digital properties, product design, digital display ads, emails and social media design.
- Lead a large team of designers ranging in experience and professional backgrounds to create cohesive, memorable campaigns and products for our clients.
- Evangelize digital and mobile thinking across the company with quarterly lunch and learns and learning seminars.
- Manage art direction, talent, photography, cinematography and final creative delivery of assets used across client's digital platforms.



Senior UX Designer 2019-2021

- Lead designer for all large scale digital platforms including Large scale websites and B2C e-commerce experiences.
- Worked closely with cross functional teams to create a process and perform moderated and unmoderated user testing for all Wray Ward clients.
- Create and Maintain cohesive design systems for our digital clients and the internal branding of Wray Ward.
- Steward a UX vision by working closely with account executives and client stakeholders to establish key performance indicators, user flows, content strategy, information architecture, persona identification and empathy maps.



Senior Art Director / UX Designer 2017-2019

- Promoted to Identify, build and maintain Belk marketing campaigns by quarter.
- Lead creative direction and execution for Belk that is used to drive a consistent omni-channel experience.
- Manage \$10k monthly photography and creative budget, executing new creative process while decreasing expenses, increasing social media ROI by 2,000% and eCommerce sales by \$60,000 monthly.



Digital Design Manager 2015-2017

- Promoted to manage a team of 10 graphic designers & 5 copywriters to build creative for Belk.com.
- Improved customer experience, leading to a 25% increase in monthly web traffic resulting in 3 million visitors a month and \$450 million in annual sales.
- Shared web analytics to pivot the team's thinking on how their work impacted specific business results, leading to a 2% increase in conversion and \$35M increase in revenue YoY.
- Lead UX design and strategy while selecting and implementing large scale re-platforms with Hybris and Salesforce.

View My Work

