





# Stan Mishler, Jr.

Creative Director / Sr. Design Specialist

 **Phone**  
586.996.4710

 **Email**  
stan.mishler@gmail.com

 **Website**  
www.21creativedesigns.com

## About Me

I am eager to bring my extensive skills in graphic design, branding, creative strategy, advertising, and marketing to a mid/ senior-level position within your organization. With a strong commitment to mentoring and developing emerging talent, I am dedicated to making a meaningful impact and growing a results-driven team that prides itself on creative excellence.

## Work Experience

### July 2018 - Present

Michigan First  
Credit Union  
Southfield, MI

### Senior Design Specialist

In a key role with the Credit Union's in-house marketing team and serve as the organization's lead resource for branding, graphic design, motion graphics, digital design, campaign development, and overall creative direction. I regularly function as a creative artist, idea generator, mentor, and project manager on any given day.

I manage the design process from conceptual design to layout, production, and archiving. I lead the development of design work to create fresh, modern, creative branded materials that drive results. I have a strong knowledge of general marketing, advertising, and design principles and their applications and these skills are regularly called into use

### Key Accomplishments:

- Worked directly with the CMO and senior leadership creating and leading a full rebrand internally and saving the organization over 2+ million dollars, while making Michigan First competitive with direct competitors throughout the state.
- Part of the three-person team tasked to create a more competitive mortgage brand creatively and strategically, which has helped Michigan First stand out in the market and at launch the new brand helped the team meet their 2021 goals midway through the calendar year.
- Revamped the look of credit card promotions that has helped Michigan First increase the adoption rate and usage by 200% within our 150,000 + member base in 2020-2021.
- Lead the production, editing, and direction on 11 video spots for Michigan First Mortgage and numerous spots Michigan First Credit Union that aired on Hulu, Amazon, ESPN app and all social media platforms that ranged from 30 seconds, 15 seconds, and 6 seconds in run time. This campaign had a reach of over 500,000 unique impressions.

## Skills

Photoshop



InDesign



Illustrator



PrePress



Creative Strategy



Branding



Web/CSS Programing



Dreamweaver



After Effects



Premiere



Logic Pro



Word



PowerPoint



## Work Experience

Continued

### Nov 2005 – Present

Twenty-one Creative  
Sterling Heights, MI

#### Freelance Creative Director

With Twenty-one Creative, I am not only able to take my philosophy of results-driven creativity and implement it into my own clients' projects; but I can also offer them the same level of quality design that they may not otherwise be able to afford from a larger agency.

Through this experience, I've gained more exposure to the client-side of graphic design, project management, and creative direction.

I manage the design process from conceptual design to layout, production, and archiving. I lead the development of design work to create fresh, modern, creative branded materials that drive results. I have a strong knowledge of general marketing, advertising, and design principles and their applications and these skills are regularly called into use

#### Key Accomplishments:

- In 2020, I consulted on the strategy and creative direction for the 2021 relaunch of Infinite Well Beings brand to focus more on obtaining a larger reach to bigger healthcare companies and their employees.
- Complete redesign of the Capers Integrated Systems brand in 2014, as the company felt their current brand had become stale and didn't convey the proper look or message in the marketplace.
- Consulted with Capers in 2020 for a complete visual redesign of their website to update it, in regards to responsive web design and mobile usage.

### Mar 2006 – July 2018

Edge Creative Group  
Ferndale, MI

#### Associate Creative Director

As Creative Director, I was responsible for the daily operations of the creative team and managing the creative staff, including the internal team and freelancers. My creative duties included strategy, conception, creation, and implementation of campaigns, logo and identity projects, print, web, and social media components. Experience in multiple industries including; financial institutions; insurance companies; and healthcare featuring both B2B and B2C communication tactics.

#### Key Accomplishments:

- Co-Led the visual rebrand of Zeal Credit Union that included all aspects of the brand from the internal member components, advertising, and incorporating the brand principles through multiple visual and messaging strategies in their corporate headquarters and branches to create a cohesive brand message.
- In 2016 I oversaw the direction, editing, and graphics for multiple TV commercials for Zeal Credit Union, which included a regional Super Bowl Spot in 2016 that launched the Hard Working Loan Campaign that generated upwards of 200 million dollars in new loans.
- Established the creative look for "The Educators" yearlong digital campaign for Meemic Insurance. This included the creation of twelve educators turned superheroes, creating names, looks, and superpowers that were translated over all forms of digital channels, including video for social media. This campaign led to over 35,000 impressions throughout the run of the campaign.

## Additional Information

### Education

Savannah College of Art and Design | BFA in Graphic Design - 2001

### Achievements

BB-8 Illustration shown at Star Wars The Last Jedi Premier in LA.

Regional Super Bowl Spot for Zeal Credit Union - 2016

CUES Diamond Award Winner for Credit Union Marketing Campaigns - 2009-2012, 2014-2018

Golden Mirror Award Winner for Credit Union Marketing Campaigns - 2009-2012

### Portfolio

[www.21createdesigns.com](http://www.21createdesigns.com)

### References

Available Upon Request



**Stan Mishler, Jr.**  
Creative Director

**Phone**  
586.996.4710

**Email**  
[stan.mishler@gmail.com](mailto:stan.mishler@gmail.com)

**Website**  
<http://twentyonecreative.net>