

MICHAEL DOBSON

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PROFESSIONAL SUMMARY

Creative director and brand leader with 22+ years building consumer brands through brand identity, packaging, and integrated marketing. An entrepreneurial operator who builds brands and creative systems from the ground up — launched multiple brands from scratch, has run an independent studio since 2017, and led creative across digital, retail, influencer, social, and live-commerce channels. Proven with performance-tracked creative — multi-million-dollar kit programs, cold-start product launches, and platform activations at national scale — plus vendor and agency management. Expert across Adobe Creative Cloud (Photoshop, InDesign, Illustrator); B.S. in Visual Arts & Communication.

CORE SKILLS

Brand Identity & Architecture | Creative Direction & Team Leadership | CPG Packaging & Print Production | Go-to-Market & Product Launches | Social Commerce & Influencer Kits | Experiential & Event Identity | Content Development (Consumer & B2B) | Brand Consistency & Guidelines | Vendor & Agency Management | Performance Tracking & Optimization | Adobe Creative Cloud — Expert | AI-Assisted Creative Workflows (Gemini, Claude, ChatGPT, Copilot, Midjourney)

SELECTED BRANDS & PARTNERS

FlavCity • Chomps • Young Living • LuLaRoe • Isagenix • David Protein • Joolies • Zapp's • Vanity Prescribed • Good Girl Rx • Verb Technology (NASDAQ: VERB) • MARKET.live

WORK HISTORY

Founder / Creative Director

Design AM, LLC — American Fork, UT | 2017 – Present

- Run an independent creative studio building brand identity, packaging, content, and integrated campaigns for consumer and nonprofit clients from the ground up.
- Own strategy through production — go-to-market, brand storytelling, and vendor relationships — delivering on brand, on time, and on budget.

Creative Director

MARKET.live (TON Strategy Co.) — Remote | Aug 2025 – May 2026

- Led brand marketing and integrated, multi-channel campaigns (digital, social, influencer, and live commerce) for a portfolio of consumer brands.
- Built brand storytelling and go-to-market activations for product launches; drove engagement through 100+ influencer and creator activations.
- Integrated Gemini, Claude, ChatGPT, Copilot, and Midjourney into content development to move fast and scale output.

Creative Director

MARKET.live (Verb Technology Company, Inc.) — Remote | Apr 2023 – Aug 2025

- Built brand strategy, positioning, and identity from scratch for new consumer labels (Vanity Prescribed, Good Girl Rx) — startup brand-building end to end.
- Led integrated, performance-tracked campaigns: a \$250,275 GMV cold-start launch (1.18M+ views, 12,120% follower growth) and a 100+ creator affiliate program (\$115K+ GMV, 2M+ impressions).
- Aligned cross-functionally across product, eCommerce, and creative; developed content for consumer and B2B audiences.

Creative Director

Verb Technology Company (NASDAQ: VERB) — Newport Beach, CA | Apr 2019 – Sep 2023

- Directed a corporate rebrand and masterbrand architecture across five product verticals; owned brand consistency and guidelines across channels, partners, and licensees.
- Led brand and go-to-market for a major platform launch (Shopfest), onboarding 100+ brand partners in a co-branded model with a TikTok integration reaching 150M U.S. users.

Creative Director

Sound Concepts — American Fork, UT | Jan 2006 – Apr 2019

- Built and led the creative department as first hire; mentored designers who advanced to Interaction Designer at Google, Creative Director, and VP of Marketing roles.
- Drove \$2M–\$2.5M through the LuLaRoe kit and built a Print-on-Demand system with 1,000+ SKUs across apparel and consumer products.
- Developed co-branded and licensing programs for national clients; conceived a cross-brand sampling program yielding \$1.25M–\$1.5M.

Senior Graphic Designer

Focus Design — Provo, UT | Aug 2003 – Dec 2005

- Promoted from Intern to Lead Designer; built foundational skills across identity, typography, packaging, and print.

EDUCATION

Utah Valley University — Orem, UT — B.S., Technology Management — Visual Arts & Communication | 2005