

MICHAEL TABTABAI *Interactive Creative Director*

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I'm not very good at fitting in. Which isn't to say that I'm bad at making friends or hard to work with, but rather that I find it difficult to define my experiences by traditional ad agency titles. Currently my title is Interactive CD. I have a love/hate relationship with it, but it's the closest thing I've found to explaining this: I'm a tech-savvy hybrid creative that loves building integrated brand campaigns in experiential ways.

I come from a visual background, but in the past I've partnered with ADs, CWs, and even Creative Technologists. Since I've been at Modernista!, I've had no partner at all. Instead I work directly with the ECDs across all clients, overseeing integrated briefs and all interactive and experiential projects.

Experience:

Modernista! — *Interactive Creative Director*

07/08 — Present

I lead the interactive discipline across all clients, including Palm, Cadillac, Hummer and (RED). I work with the planning department, account service and production departments to create the necessary opportunities and environment for great interactive creative to thrive. I helped restructure the creative department from a traditionally segmented and siloed structure to an integrated one, where interactive creatives are partnered with ADs and CWs. I help lead this 25+ member team across all creative briefs. I'm also a member of the executive leadership team, and I'm actively involved in creative recruiting and all new business efforts.

Crispin Porter + Bogusky — *Interactive Art Director*

09/07 — 07/08

I was exposed to many accounts and pitches at CP+B, but I spent most of my time on the Coke Zero and Nike brands. I helped lead a small team of designers and CWs on big projects like CokeZero.com and RooftopRacer.com. But my experience at CP+B was most informed by my evolution as a writer. Since my partner was also an AD (and I was slightly better with words) I ended up writing most of our copy and scripts.

Palm Pictures — *Interactive Art Director*

04/06 — 09/07

I was responsible for concepting, designing and building all of Palm Pictures' theatrical and retail interactive marketing. Key projects included a redesign of PalmPictures.com, DirectorsLabel.com, and HowDoYouDream.com, an innovative social network concept that I designed with acclaimed filmmaker Michel Gondry.

Nterface LLC — *Partner/Interactive Art Director*

12/06 — 09/07

While I was wrapping up my MFA I helped out as a partner, focusing mainly on new business development and art direction. I also helped concept, design and build social tools and websites. Projects like Scribd.com and MerchNow.com gave me an opportunity to spend more time on interaction design and art direction for online social spaces.

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Experience (cont'd):

Freelance Art Director

2004 – 2007

I kept myself busy with freelance work prior-to, and all the way through grad school. I did a variety of web, motion graphics and print projects for great clients like: The American Museum of Natural History, Michel Gondry, Palm Pictures, Warner Independent Pictures, National Geographic Films, Res Media Group, Directors Label, ESPN, Burger King, Reebok, Nike, Everlast, and many more.

Freelance Photographer / Director

2002 – 2004

For a while after college, I did what every kid with a camera dreams of doing; I went on the road with bands and shot photos and video. I even got paid for it sometimes. My photography and short documentaries ended up on CDs, DVDs, websites and in gallery shows. Clients include Vagrant Records, Doghouse Records, among others.

Education:

PARSONS THE NEW SCHOOL FOR DESIGN — *Graduated '07*

MFA Design & Technology program. GPA: 3.92, Dean's scholarship recipient, graduated with high honors.

EMERSON COLLEGE — *Graduated '01*

BA, double-major, film production and theater studies (acting). GPA: 3.7, Dean's list, Gold Key National Honor Society.

Teaching Experience:

Boulder Digital Works — *Fall 2009 — TBD*

Founding instructor, courses TBD.

Emerson College — *Fall 2009 — Creative Process*

Adjunct faculty. MA Integrated Marketing Communication. Grad-Level creative course.

Parsons The New School For Design — *2006-2007 — Creativity & Computation & Principles of Code*

Adjunct faculty, MFA Design & Technology department. Graduate-level introductory courses focusing on the fundamentals of programming and development for mobile platforms.

Additional Honors:

Current FWA Awards Judge; active panel speaker; multiple industry awards and nominations.