

MIKE RUBENSTEIN

GET IN TOUCH

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I sit comfortably at the intersection of creative, production and operations, drawing on a background of art direction and interactive experience design. I'm driven by ideation, but believe that part of having a great idea is in knowing how it can be brought to life through assembling the right expertise, immersion in the technology, and understanding the values of our audience.

Over the years I've had the privilege to helm an array of award-winning projects in collaboration with some brilliantly skilled teammates from a wide range of disciplines. It's been an eclectic journey, and one I hope winds its way to you.

WORK EXPERIENCE

SHIRE PHARMACEUTICALS (NOW A TAKEDA COMPANY)

MARCH 2018 - FEBRUARY 2019

CREATIVE DIRECTION AND OPERATIONS CONSULTANT

Partnered with leadership in the Commercial Operations department to build out Shire's internal marketing design studio and lay the groundwork for a more self-sufficient and competitive alternative to external marketing and design agencies.

Managed the design team, providing creative direction and mentorship

Collaborated with vendors and IT partners on the rollout and adoption of shared file and FTP server environments, Project Management platform, team intranet site, and workstations

Fielded over 180 projects for 6 different franchises and 9 product lines saving the company ~\$400k in agency fees in 2018

Developed departmental processes and documentation including SOWs, standardized project specs and design templates

FREELANCE

July 2017 - March 2018

CREATIVE DIRECTION, STRATEGY & OPERATIONS

Assists clients in ideation, strategy, and production of new and ongoing creative executions and content development, specializing in digital, content and experiential marketing. Consult with leads on organizational operations including staffing, team building and creative operations/processes. Assist in the mentoring of junior staff of experience designers, art directors and copywriters.

HILL HOLLIDAY

APRIL 2017 - JULY 2017

VP CREATIVE TECHNOLOGY SOLUTIONS MANAGER [CREATIVE TECHNOLOGY LEAD - INTERACTIVE / EXPERIENTIAL]

Primary liaison between Creative Technology team and key project stakeholders, ensuring that technology solutions, creative direction and client mandates are in alignment and to support all team members in reviews of creative/technology deliverables.

JULY 2013 - APRIL 2017

VP INTEGRATED OPERATIONS [CREATIVE AND PRODUCTION LEAD - INTERACTIVE / EXPERIENTIAL]

Headed creative productions of tech-driven experiential activations and installations and provide 'connective tissue' between multidisciplinary teams through integrated/digital projects from concept to launch.

FEBRUARY 2013 - JUNE 2013

INTERACTIVE CREATIVE DIRECTION & OPERATIONS CONSULTANT

Serve as an inter-departmental resource to provide ideation/executional guidance for digital campaigns and work closely with creative teams to translate concepts from traditional mediums into cross-platform executions.

Produced award-winning Merrell "Trailscape" installation the first branded 'walk-around' VR experience, launched at Sundance Film Festival

Supervised 360° video production for fledgling Dunkin' Donuts "Always Running" series in partnership with DiscoveryVR

Oversaw creation of Harvard Pilgrim Healthcare "Pedal Press," a one-of-a-kind collaborative bike-powered apple cider press installation

Served as the agency voice for VR/AR productions in press and conference speaking engagements.

ALMIGHTY

MAY 2010 - NOVEMBER 2012

CREATIVE PRODUCTION DIRECTOR

Oversaw the Creative department of graphic designers, writers (copy & editorial), and UX designers, managing staffing and department processes. Core member of R&D team.

Expanded in-house creative capabilities by bolstering the agency UX practice and network of external content creators

Assisted in the formation of internal R&D team, focused on the prototyping of physical computing solutions

MMB

NOVEMBER 2009 - MAY 2010

SENIOR ART DIRECTOR

Senior AD for the Interactive team, leading ideation and design for online campaign creative and digital pitches.

BARBARIAN GROUP

MAY 2006 - JULY 2009

CREATIVE / ART DIRECTOR

Provided creative leadership and served as the client-facing representative of Creative, Technology and UX in partnership with Production and Account leads.

MAY 2004 - MAY 2006

STUDIO MANAGER / INTERACTIVE ARTIST

Managed department of designers, interactive artists, front-end developers and information architects, and the internship program.

MAY 2001 - MAY 2004

INTERACTIVE ARTIST

Design, UX, HTML front-end, Graphical Production

Launched Burger King's "Subservient Chicken," often credited as a formative moment for what would become "viral marketing"

Co-wrote and edited three short episodes of "Space Ghost: Coast to Coast" as online content for Turner's Gametap platform

Orchestrated design and development of campaign creative for top-tier brands including Apple, Nike, and Volkswagen

Established agency AV practice and directed/edited in-house productions of online video content.

ARNOLD WORLDWIDE

JUNE 2001 - DECEMBER 2001

MECHANICAL ARTIST (CONTRACT)

Design, HTML front-end, Flash maintenance and graphical production

JANUARY 2001 - JUNE 2001

INTERN

EDUCATION

EMERSON COLLEGE

BFA NEW MEDIA

SPEAKING ENGAGEMENTS

DIGITAL HOLLYWOOD

"Hollywood Does Cutting Edge: VR-AR-Immersive - Film - Video - Advertising - Interactive Experiential"

APRIL 2015

DIGITAL HOLLYWOOD

"The VR-AR Innovators & Disruptors - Entertainment, Technology & Advertising - A Redefinition of the Industry"

OCTOBER 2015

MIT COMPARATIVE MEDIA STUDIES

"Colloquium on Viral Media"

FEBRUARY 2008

AICP DIGITAL BOOT CAMP

"The Reality of Virtual Reality - What it takes to produce VR content"

JUNE 2015

4A'S CREATE TECH

"VR: Beyond the Headset"

NOVEMBER 2015

EMERSON COLLEGE

"Web Video Night presentation"

APRIL 2007

MA PRODUCTION COALITION

"Mobile Content & Storytelling"

SEPTEMBER 2015

PECHA KUCHA BOSTON 9

"20x20' Process presentation"

APRIL 2009

MIT FUTURES OF ENTERTAINMENT 2

"Convergence Culture"

SEPTEMBER 2007

THANK YOU