

# BryceCraft

MICHAEL BRYCE / CREATIVE DIRECTOR

Los Angeles, CA, USA

I love to conspire with amazing people and do engaging stuff.

Advertising is a team sport. None of this creative work would have been possible without the many talented people I've enjoyed working with.

[bryce.mike@gmail.com](mailto:bryce.mike@gmail.com)  
office

## Experience

Freelance Creative Director

### BryceCraft

Worked recently with Battery, Fox Studios, DeutschLA, MotherLA, Chiat-Day, Media Arts Lab, 72&Sunny, & Innocean. Ideation, brand & digital campaigns, new business pitches, and entertainment marketing.

Los Angeles  
Dec 2015 - Present

Group Creative Director

### 72andSunny

Clients include Samsung Global, MARVEL + Samsung partnership for AVENGERS 2, the City of Los Angeles, Starbucks, Tillamook and new business

Los Angeles  
Jan 2015 - Nov 2015

Freelance Creative Director

### 72&Sunny

Clients include Google, Activision, and Samsung

Los Angeles  
Jul 2014 - Dec 2014

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Executive Creative Director

Irvine / Venice / San Francisco  
Jan 2013 - Mar 2014

## FCB.West

Rebuilt west coast presence of renamed FCB network.  
Opened Venice/FCB.West outpost and worked with FCB.SF office to gain new business: Nabi, Dockers, & Levi's.  
Continued creative with Taco Bell and launched new Smokey Bear campaign.

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Creative Director

Los Angeles  
Dec 2011 - Dec 2012

## 72&Sunny

Launched the Samsung GSII "Next Big Thing" campaign in 2011. Managed Activision Skylanders campaign, and pre launch of Destiny.

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Creative Director

Los Angeles  
Jun 2011 - Dec 2011

## Freelance

Agencies include Fallon, Innocean, DeutschLA and 72&Sunny.  
Clients including Cadillac, Hyundai & Samsung

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EVP/Group Creative Director

Los Angeles  
Dec 1997 - May 2011

## Deutsch LA

14 years helping to build Deutsch LA from a small media office in Santa Monica to a 400+ person agency in Playa Vista.  
Generated new business wins and managed broadcast and digital creative for PlayStation US, Volkswagen, GM, Saturn, Chevy, DirecTV, TGIFridays, Cici's Pizza & Mitsubishi Motors.

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ACD/Art Director

Los Angeles  
Oct 1993 - Nov 1997

## Fattal & Collins

A mid-sized ad agency in Marina Del Rey. Clients included K-Swiss, Sega, Century City Shopping Center, and several motion picture studios.

## Education

Advertising Design, BFA

Art Center College of Design

Pasadena, CA

Sep 1991 - Sep 1993

## New section

## Awards

Recognized by the Effies, Communication Arts, Addys, Adweek's Best Spots, Creativity's Hot Teams, Belding Awards, One Show, Time Magazine's best Super Bowl spots of the decade, Print Design Annual, Clios and Cannes Lions. The work has also been officially banned by the US representative of Nigeria, copied outright by TV3 Network in New Zealand, parodied by Saturday Night Live, and a robot we created became a character in the movie Iron Man.

## New section

## References

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