Michael Tavilla

+1 774.392.0648
MATAVILLA@GMAIL.COM
MICHAELTAVILLA.COM

SKILLS

Design: PowerPoint, Keynote, InDesign, Illustrator, Photoshop, Lightroom, Canva

Video & Motion: Premiere Pro, After Effects

Digital: XD, Adobe Express, Figma, Framer, Wix, Miro

AI: ChatGPT, Claude, Adobe Firefly, Google Gemini, Perplexity, Copilot.

CLIENT LIST

Satellite

Barrels On The Bayou Fest

Workfour

Merritt Chase Landscape Architecture

Barrel & Flow Fest

Trace Brewing

Remnant Brewing

Agency Landscape + Planning

City of Cambridge Community Development Department (CDD)

Exponential Management

Liberty Mutual

Harvard University: City Design & Development

Boston Design Group

MIT Planning Class

Visual Dialogue

PROFILE

Creative Director with 13 years leading creative work across branding, editorial, environmental design, and motion — plus 10 years running an independent creative practice and two years teaching as an adjunct professor. Skilled at uncovering the vision behind a brief and translating it into clear, compelling creative direction, combining strategic insight, creative intuition, and a deep understanding of storytelling to produce work that's authentic to the client and resonant with the audience. Experienced in applying AI to creative production, including workflows that reduce reliance on traditional photo shoots. A consistent mentor and developer of design talent, from managing junior designers and teaching 80+ students to guiding creative teams and agency partners.

EXPERIENCE

CREATIVE DIRECTOR/FOUNDER

SEPT. 2016–CURRENT

Scitalis Design LLC (←See margin for client list)

Independent creative practice run alongside full-time roles, partnering with clients to shape and execute visual strategy across branding, identity, editorial, motion, and campaign design.

- Lead projects end-to-end, from concept and creative direction through final execution, balancing strategic objectives with strong visual craft
- Offer brand strategy, visual identity, environmental design, brand systems, and brand audits and consulting; built, refreshed, or audited 22+ brands, with long-term clients including
- Directed brand identity and print design for the Neighborhood Planning initiative (City of Cambridge CDD), earning a 2025 Design Rush award for Best Professional Services Print Design
- Incorporate AI-enabled workflows to expand ideation, accelerate exploration, and build scalable systems for image generation and asset production

Awards & Honors: *Design Rush The Best Professional Services Print Designs 2025*

ART DIRECTOR

JAN. 2019–SEP. 2025

Philips

A multinational leader in health technology focused on medical systems, hospital equipment, and personal health products.

- Led a network of creative agency partners to establish motion design principles for the brand, aligning creative execution across diverse business groups
- Art directed the brand's presence at its largest annual events — HIMSS 2024 and 2025 (28,000–30,000+ attendees) and RSNA 2024 (nearly 39,000) — including the first booth built on the updated visual identity, while directing build and graphics agencies
- Contributed to the evolution of an updated visual identity and brand guidelines
- Led art direction for large-scale product photo shoots, coordinating photographers, talent, clinical experts, and multiple business groups from shot list through 10–12 day on-site direction
- Defined requirements and creative standards for an AI scene-generation tool that let marketing teams place 3D-modeled products and licensed actor likenesses into realistic scenes — an alternative to traditional shoots that cost six figures or more and took 4–6 months to plan
- Defined creative standards for a custom AI model for on-brand illustrations and icons, plus brand-ready templates, so teams could produce on-brand content quickly without routing every asset through brand review
- Built the pitch deck and helped shape the story with the pitch team for multimillion-dollar partnership proposals, including the 10-year strategic partnership with Nicklaus Children's Health System announced in April 2024
- Partnered with business leaders to develop visual storytelling tools that translated complex healthcare processes into accessible narratives that helped customers understand how Philips could support their goals

Awards & Honors: *Communications Design 2023 - Red Dot Award - Design Thinking Workshop Experience Design*

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EDUCATION

B.F.A GRAPHIC DESIGN
Massachusetts College of Art & Design,
Boston, MA

Awards & Honors: *The Boston Book Builders Scholarship - Award of Distinction 2013*

CERTIFICATIONS

CLAUDE ACADEMY: AI FLUENCY: FRAMEWORK & FOUNDATIONS
Anthropic
2026
Credential ID 980635e198e6baf4f9f680f21dbf5de9

EXPERIENCE CONTINUED

SENIOR DESIGNER
JUN. 2016–DEC. 2018

Harvard Business Publishing

A not-for-profit, independent corporation and affiliate of Harvard Business School specializing in business media, educational content, and corporate learning.

- Managed a rotating team of designers and freelance creatives for every issue of HBR magazine — including junior in-house designers at different points, a photo editor, and 2+ outside designers per issue — setting creative vision and maintaining consistency across a bimonthly production cycle
- Designed interior page layouts for the January 2017 HBR magazine redesign, covering middle-of-book content, feature articles, and back-of-book sections; paid circulation grew 10.2% in the first half of 2017 (276,428 to 304,680, per AAM filing) and reached 319,631 by mid-2018
- Shaped the visual and editorial direction of HBR magazine, creating bold, engaging experiences across print and digital that strengthened how audiences interacted with the brand
- Partnered with digital and editorial teams to extend the print experience across web, social, and interactive platforms, developing new approaches to storytelling and pushing the brand into emerging digital formats

Awards & Honors: *Award of Distinction – HBR Re-Design Award 2017; Best Redesign – MIN Harvard Business Review 2017*

DESIGNER
JUN. 2013–SEP. 2015

Sasaki Associates

A private, multidisciplinary design firm specializing in architecture, landscape architecture, urban design, planning, interior design, civil engineering, and graphic design.

- Contributed to a diverse portfolio of local and global projects spanning environmental, exhibition, print, experiential, interface, proposal, and identity design
- Owned the graphic and visual design for Sea Change Boston, a public exhibition on rising sea levels and their impact on the Boston waterfront — as part of a 6-person team, developed the visual identity, signage, four content-driven exhibit pillars, a lighting system, an interactive map, and exterior graphics for the waterfront site
- Applied strategic thinking and visual storytelling within a fast-paced, multidisciplinary studio, translating ideas into compelling visual solutions across physical and digital platforms

Awards & Honors: *Special Event Marketing Award from Society for Marketing Professional Services 2015 (Sea Change Boston)*