

MITCHELL SHERNOFF

Creative Director Experience Lead Art Director Storyteller

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Plantage Badlaan 3 - 3
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PERSONAL

Resident of the Netherlands
2006 - present

Citizen of the United States
Born - April 12, 1977
Married, one child

EDUCATION

University of California
at Santa Barbara - 1995-1999
BFA in Fine Art

AWARDS

Philips Experience Design, 2022
Red Dot Design Team of the Year

iF Award Communications Design, 2021
Philips Avent Packaging Design System

LANGUAGE

English - Native
Dutch - Basic

INTERESTS

Art, graphic design, technology,
sneakers, gaming, travel, cycling,
alpine skiing, football, snooker,
tennis, all foods and most drink

EXPERIENCE

Senior Art Director

Philips Experience Design - Amsterdam, Netherlands

2019 - Present

I'm proud of what I do - I set and oversee the gold-standard of communications for Philips Avent, a global category-leading brand for parents and babies. With my team, I influence and help create the vision, strategy, and positioning that's engaging and tailored to our consumers' needs. I work closely with the Global Marketing Team to execute and produce any visual and verbal assets needed across a diverse portfolio of solutions.

Besides the fulfilling work for parents and babies all over the world, I also support Philips more horizontally. I've become fine tuned to consumer-based thinking, ExCo stakeholder engagement, co-creation, workshop facilitation, and delivering on time no matter the situation.

Co-Founder, Creative Director

Mitchel Design

2000 - 2019

Fresh from art school, I partnered up and opened an avant-garde design firm in Tallinn, Estonia. I set the aesthetic tone, vision, strategy, branding, and all creative output for a firm specializing in identity, campaign creation, packaging, and emerging digital solutions.

The studio moved headquarters from Europe to the US and back again, while growing and shrinking in size along the way. We won multiple design awards like the The Golden Egg for advertising, paved the way for future Baltic designers, and left a legacy of inspirational work in our wake.

Highlights from the firm's long history of work include:

EA

For the first ever American Idol app made for mobile, I was solely responsible for the UI and creation of wire-frames for all artwork and style.

Sony

Besides the classic game show app, Wheel of Fortune wanted to create a different type of word game for mobile entitled, Cubed. Being able to lead the creation and delivery of the complete UI and UX was a one-of-a-kind experience.

West-Ward Pharmaceuticals

When working for a branch of the pharmaceutical giant Teva, I was not only approached to create a fully functioning packaging design system across their entire portfolio of injectables and consumables, but also design a completely new brand identity.

Philips Design, Beauty

Being in the right place at the right time, I was fortunate to be the 360° Art Director for the launch of Philips Lumea Prestige IPL device. Based on deep consumer insights, I designed the communications across an end-to-end consumer decision and experience journey.

OTHER

Executive Producer

June Day Productions

2003-2006

Despite being a rookie in the business, I provided research, developmental, logistical and executional support for a pre-streaming era documentary, *On Moral Grounds*, the story of retribution for financial crimes during the Holocaust.

After showing at the Wisconsin Film Festival, Sony Pictures bought the option to the rights of the story and film. Sony eventually released this option after ten long years. The rights have been recently acquired by an independent production house in hopes of producing a full length feature film.