

Mike Lightman

UX, Digital, Product Copywriter

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Current

Deloitte Digital – Studio Lead

5/18 – present

McDonalds, Costco, UBS, Celgene, NYU Langone Health, 8x8

- Sole UX writer for all US studios
- Roaming national copy advisor for numerous projects & pitches including:
 - Bose, New Balance, Caterpillar, American Express, & Estee Lauder.
- Consultants love their presentations. So, I made three:
 - *Why You Need UX Writing*
 - *Field Guide to Writers*
 - *Bringing Storytelling & Salesmanship to Your Presentations*
- Created learning series for NYC studio creatives
- Tried to make slime with 34 kids for *Bring Your Kid to Work Day*

Work Highlights

Critical Mass – Freelance Sr. UX Writer

11/15 – 3/16

One of my most exciting assignments. I was the sole UX writer across 6 design teams on Citibank's digital platform rebuild for desktop, mobile, wearable, & voice.

Blast Radius / Wunderman – Sr. Copywriter

8/13 – 9/15

Creative lead managing multiple brands, including Aquafresh, Excedrin, Triaminic, & Theraflu. We created responsive sites, print ads, in-store displays, banners, and so many Facebook ads.

Recyclebank – Sr. Copywriter

6/11 – 1/13

Sole writer for green / cleantech rewards platform. My partner & I hired the team, crafted the voice & brand identity, launched dozens of new campaigns filled with custom, branded educational content.

Hoffman | Lewis – Copywriter

10/07 – 10/08

The big shot moves to St. Louis to work on McDonalds, St. Louis Tourism, & Missouri Tourism. Created 50+ radio spots plus other traditional ad work.

OfficeMax – Copywriter

5/06 – 10/07

Moved to Chicago to help launch their internal branding agency. Crafted the new brand voice & look for online, in-store, and catalog materials.

Random

- Spent childhood collecting baseball player autographs with my Dad.
- Started a six year run as a catering hall bartender at age 15.
- Proposed to my wife by staging an improv comedy show
- Turned a lunchroom into a computer lab so The Wall Street Journal could go out on Sept. 12, 2001.