

MICHAEL SCRIVANA

Event Designer · Brand & Spatial Experience · AI-Fluent Creative

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Hands-on designer with 6+ years at Bayer Consumer Health, creating end-to-end brand experiences across physical environments, digital surfaces, packaging, ecommerce, web, motion, and presentations. Art directed trade show booths, conference identities, and live event production while managing agency partners and fabrication vendors. Core team on MiraFAST and MiraFIBER—\$48M in retail sales, \$67M projected, driving over half of MiraLAX brand growth. Additional fluency in AI: selected for Bayer's cross-functional AI team, building agentic systems with Claude on Azure.

EXPERIENCE

Senior Brand Designer

Bayer Consumer Health · Whippany, NJ · May 2019 – Present (6+ years)

Event & Spatial Design

- Art directed **NACDS booth experiences** across multiple years—managing agency partners, fabrication vendors, environmental graphics, and spatial layout to differentiate Bayer's presence at the industry's largest trade show. Oversaw creative from concept through on-site installation.
- Built the full visual identity and production for the **Bold Breakthrough Tour**, Bayer's annual conference (3 consecutive years): scoped venues, directed environmental graphics, designed event presentations, coordinated print production (signage, decals, branded collateral), and ran night-of coordination.
- Created end-to-end event brands for annual company-wide award ceremonies and global team conferences—delivering animated sizzlers, environmental signage, executive presentations, branded collateral, and coordinating live run-of-show with international teams.

Multi-Surface Brand Design & Art Direction

- Core team on **MiraFAST** and **MiraFIBER** launches: led brand identity, pack design, pouch format innovation, and modular design system across both products. Combined \$48M in retail sales (\$67M projected), driving over half of MiraLAX's total retail growth. MiraFAST designed from inception to lock in 3 weeks.
- Led exploration of interactive and experiential design—developed AR prototypes for product packaging, presented connected pack experiences to marketing leadership, and standardized branded QR systems to bridge physical products with digital engagement.
- Led ecommerce creative strategy and directed agency partners end-to-end: developed visual content briefs, directed product photography and renders for 700+ SKUs, and managed execution across Amazon A+, brand stores, and retailer platforms—upholding brand standards from brief through production.

AI & Technology Integration

- Selected as 1 of 5 cross-functional representatives on Bayer's AI team, representing Product Experience. Prototyping an agentic design review system on Azure with Claude. Pioneered GenAI adoption across the design organization—guiding teams on MidJourney for creative direction, developing internal AI training courses, and embedding AI workflows into ecommerce and design review processes.

Design Lab Manager

William Paterson University Research Technology · Wayne, NJ · Dec 2017 – May 2019

- Managed lab technology (3D printers, scanners, VR/AR systems), trained faculty and students on emerging tools, and developed interdisciplinary research prototypes.

Electromechanical Technician

Siemens Healthcare · Flanders, NJ · Dec 2014 – May 2016

- Assembled and tested subsystems for diagnostic equipment. Beta tested hardware/software, providing structured feedback that drove product improvements.
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SKILLS & TOOLS

Design & Production: Brand Identity, Event & Environmental Design, Package Design, UI/UX, Motion Design, Agency Art Direction, Vendor & Fabrication Management, Print Production, Photography Direction, eCommerce Strategy, Figma, Adobe Creative Suite, Cinema4D

AI & Technology: Claude, Azure, MidJourney, Prompt Engineering, Agentic AI Prototyping, HTML/CSS/JavaScript, React, Python, VS Code, Git

Leadership: Cross-Functional Collaboration, Design Thinking, Workshop Facilitation, Stakeholder Presentations, Project Management

EDUCATION

BFA, Graphic Design · William Paterson University, Wayne, NJ · 2017–2019 · *Summa Cum Laude*

AFA, Visual Arts · County College of Morris, Randolph, NJ · 2016–2017 · *Summa Cum Laude*

Drawing & Painting · Art Students League of New York, NYC · 2011–2015