

Mike Brown

Placemaking Consultant | Strategic Design Advisor | Experiential Strategist | Founder, Sightworks

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SUMMARY

Strategic/Creative Executive with 20+ years of experience leading brand, experiential, and placemaking initiatives for global agencies, institutions, brands, architects and developers — from Rockwell Group, Related Co, and Wieden + Kennedy to LVMH, Adobe, Delta, and SXSW. Founder of Sightworks, a strategic consultancy built on a simple thesis: turn a vision into something people can see, believe, and build — to accelerate growth, engagement, and equity. Sightworks is structured as a flexible advisory practice; currently open to fractional, interim, and consulting leadership engagements alongside owned-client work.

CORE EXPERTISE

Cultural, Design & Placemaking Strategy • Experience Strategy, Design & Activation • Creative & Design Direction • New Business Development • Vision-to-Reality Translation • Concept Development & Planning • XFN Leadership

PROFESSIONAL EXPERIENCE

Sightworks — Founder & Strategic Advisor | Oct 2025 – Present

- Strategic consultancy guiding developers, brands, and institutions in translating a vision into something funded, built, and experienced.
- Built and operate the practice's strategic methodology: Clarify the vision (Systems Thinking); Make it seen and felt (Narrative Design); Build the concept and roadmap to make it real (Cultural Placemaking).
- Engaged by Elevate Cities for a strategic evaluation of organizational positioning and voice; named Global Partner.

LDJ Productions — VP, Creative Director / Creative Department Co-Lead | 2021 – 2024

- Led creative strategy and direction for new business pitches and high-profile accounts, including *The Atlantic Festival* (2022–2024), the *Delta Air Lines x Issa Rae Runway Runway*, and the *Adobe Experience Forum* with Van Wagner (2023).
- Shaped new department structure, hiring plan, and XFN practices to formalize the corporate creative offering.
- Drove market value and business growth at the company and department level; new-business wins and partnership development; corporate development initiatives with SXSW and PMC.

AKQA SF — Creative Director | 2020 – 2021

- Led DTC retail concept development for a global technology brand — Creative oversight of an XFN team of 20+ driving the vision across customer experience, store design, UX, and digital content.

FCBX — SVP, Group Creative Director | 2018

- Creative Lead for in-house experiential practice. Provided oversight for retainer clients, brand accounts, and new business pitches. Helped drive growth through new experiential platforms, brand activations, and social/digital initiatives.
- Notable brands: Boeing, CenturyLink, Jack Daniel's, Blue Bunny, Chilly Cow, Michelob Ultra, RXBAR.

Superfly — VP, Creative Director | 2016 – 2018

- Creative Lead for experiential programs, festival activations, and branded events.
- Notable projects: National Geographic Experience Concept, Nickelodeon Slimefest Concept, Adventure Falls Powered by Jeep, Bonnaroo 2017, OATH Sales and Marketing Festival 2017, and The Deep End by VOX Media, SXSW 2018.

EARLIER EXPERIENCE

Lot71 — Founder & Consultant — Design Consultancy | 2005 – 2025

Radical Media — Creative/Design Director — Chanel No. 5 "In a New Light" Pop-Up Exhibition | 2015

LAB at Rockwell — Sr. Associate, Creative Director — Hudson Yards Experience Center | 2014 – 2015

Wasserman X — Creative Director — Verizon Powerhouse Activation, Super Bowl XLVII | 2013 – 2014

NOTABLE CLIENTS & COLLABORATORS

Adobe, Bulgari, Chanel, Diesel, Delta, LVMH, Nike, Target, Uniqlo, Y-3, The Atlantic, Billboard, CNN, PMC, Radical Media, Robb Report, Rolling Stone, SXSW, Verizon, Vox Media // Gensler, Rockwell Group, Universal Design Studio, Hudson Yards, AKQA, LDJ, OBO, Superfly, Van Wagner, Wasserman, Wieden + Kennedy.

EDUCATION

Brandeis University: MFA, Theater Arts, 1997 // Brown University: BA, History of Art & Architecture, 1994