



M3D Experiences

As an experience design agency, we consider every moment of engagement, or touch points, between people and brands, and the ideas, emotions and memories that these moments create. As client advocates, we ensure all of our creative work supports a unified brand vision. We're versatile and not limited by core deliverables. We have the resources to produce whatever is needed. We've delivered results for automotive, agriculture, institutions, retail, technology, specialty foods, transport and logistics.

M3D is a nationally-recognized woman-owned business (WBE). Officially certified by the Women's Business Enterprise National Council (WBENC), we contribute to supply chain diversity while partnering with essential corporate and government clients across the country.

Principals

Melissa Halpin

Melissa is a thoughtful experience developer with a background in museum exhibits, educational environments, galleries and interactive experiences including events, kiosks and websites. Her collaborative planning approach results in memorable experiences that stimulate, inform, entertain and influence perception and behavior. She has been instrumental in the success of a wide-range of projects; everything from online fundraising for an Indie film to a multi-million dollar science and technology museum.

Matt Binkowski

Matt is an innovative leader with 20 years of experience delivering digital experiences that solve complex business challenges. Career highlights include: First to reveal an automotive product via smartphone and tablet; First to deliver a B2C website to process home loans; First to launch an advergaming marketing program in the automotive industry, and an e-commerce relaunch resulting in a conversion rate of +233%. His work has been covered by Mashable, AdWeek and the Wall Street Journal blog.

Matthew Halpin

Matt is a highly creative and experienced digital leader who thrives on solving complex business challenges. Career highlights include being the first to reveal an automotive product via mobile device; first to deliver a B2C website to process home loans; and first to launch an "advergaming" marketing program in the automotive industry. Matt brings experience with many highly competitive industries: automotive, transport and logistics, finance, entertainment and technology. He has exemplary conceptual skills and a proven ability to analyze an organization's critical business requirements and develop innovative solutions.

David Halpin

David is a seasoned executive across product development, software and hardware engineering, design, and manufacturing as well as project and program management on an international scale. He offers a record of achievement developing ground-breaking products for military, automotive, and retail valued at hundreds of millions of dollars. Effectively bridging the gap between M3D creative and technical sides, David confidently directs cross-functional teams. He's a proactive strategist with an entrepreneurial spirit who has founded multiple successful start-ups.

Contributors**Molly O'Meara**

Creative director and talented designer, Molly manages projects out of our Detroit office, partnering with clients to develop captivating brand identities and experiences.

Christa Ishino

Resolute grammarian, social media maven and creative writer, Christa crafts dynamic prose and memorable social media identities for new and established brands.

Sarah Egan

Accomplished project coordinator, business development planner and retail executive, Sarah expertly manages M3D's virtual teams and projects.

Jen Furman

This multi-faceted Art Director applies her creativity far beyond traditional, digital and video advertising. Her portfolio includes consumer electronics, custom toy making and gaming for nationally known brands.

Micki LeCronier

Marketing writer extraordinaire and all-around professional wordsmith, Micki creates exceptional content for ad campaigns, blogs, exhibits, TV/radio commercials and social media.

Tracie Diamond

With two decades of web development and video production experience, Tracie manages technology groups and production teams, as well as designing digital narratives, video, motion graphics, and animation

Aly Darin

Artistic photographer and visual documentarian, Aly creates gorgeous, lasting imagery for corporate profiles, events, companies and campaigns.

Dirk Dieter

Environment creator, exhibit and furniture designer, Dirk translates concepts into evocative exhibits that inspire conversation and emotional connection.

Qui Tong

Accomplished designer for print and web, Qui conceives eye-catching logos, packaging solutions, printed collateral and websites for museums and corporate clients.

Ashley Caza

Expert graphic designer, Ashley creates compelling brand identities for companies of all sizes, from logos and packaging to presentations and vehicle wraps.

Guy Miller

Custom fabricator, Guy produces striking visual arrangements that trigger conversation and amplify brand awareness. His expertise includes museum, trade show and corporate installations.

Jenn Luedtke

WordPress guru and CSS expert, Jenn expertly designs, develops and maintains beautiful, responsive websites for new and established companies.