

MARY FRANCES MICHAELS

creative director

VIGNETTE :

An award-winning creative lead, Mary Fran successfully directs graphic and architecturally adept design teams in creating and executing branded environments and collateral for premier events and permanent installations. She oversees the creative process of project designers from concept through installation, and collaborates with extended partners and vendors to create cost effective, distinctive and memorable experiences, all the while maintaining tight production deadlines. She has a deep passion for sustainability, and thus plays a key role in sourcing front-end responsible solutions as well as establishing post-event repurposing options for clients.

Mary Fran is also an independent entrepreneur with her own design studio, The Flo Room (www.thefloroom.net), through which she offers eco-chic jewelry (FloWear) reclaimed from old glass bottles, vases, etc, and provides design and rendering services to architectural clients and others, to name a few endeavors. She was honored by the Berkeley City Council for her work on integrating artistic elements into the ArtTech building in Berkeley's Arts District and her jewelry has been exhibited in San Francisco's De Young Museum.

EXPERIENCE :

Project responsibilities include: creative direction, concept rendering, storyboarding, identity development and brand management, color and material selection, establishing work flow process, sourcing creative talent, team building, traffic manager, trendwatching, developing and maintaining client relations, setting project schedules and deliverable dates to ensure projects remain on time, on budget and meet/exceed client expectations:

- Moss Sports (formerly Flying Colors Inc.), Berkeley, CA - Event Branding for Exhibits, Stadiums and Urbanscapes. Digital, static applications.
- Gallagher & Associates, Silver Spring, MD - Exhibits and Museums
- Jordan Mozer & Associates, LTD, Chicago, IL - Restaurants
- Schafer Associates, Oakbrook, IL - Retail Environments
- Griswold, Heckel and Kelly Associates, Inc., Chicago, IL - Corporate Offices

EDUCATION :

Reclaimed Glass Slumping: Independent Study - Washington Glass School | Washington, D.C.

Master of Theological Studies - Narrative Theology, Spirituality | Jesuit School of Theology at Berkeley (JSTB) | Berkeley, CA

Experimental Poetry - The New School for Social Research | New York, NY

Paper Sculpture - The School Of Visual Arts | New York, NY

Bachelor of Fine Arts - Interior Architecture, Minor in Art History | Northern Illinois University | DeKalb, IL

TECHNICAL INTERFACE :

Adobe CC: Illustrator, Photoshop, InDesign. CINEMA 4D, Microsoft Office Suite, Cloud-based Project Management: Smartsheet Resource Management, iMeet Central, Asana, etc.

FLYING COLORS/MOSS SPORTS :

profile

EVENTS:

12 SUPER BOWLS,
2 NBA ALL-STARS,
6 NHL WINTER CLASSICS,
6 BCS NAT'L CHAMP GAMES,
23 FIESTA & SUGAR BOWLS,
10 NHL OUTDOOR HOCKEY GAMES and
Pro Bowls, NBA McDonald's Opens, Davis Cup,
AMERICA'S CUP and many, many more.....

JOB TITLES:

CREATIVE DIRECTOR,
ART DIRECTOR, LEAD
DESIGNER, INSTALL SUPERVISOR,
TEAM LEADER, PROJECT MANAGER
CONCEPTUALIST, RENDERER and
Green Team Member, Brand Developer, Colorist,
VISUAL STRATEGIST and much, much more...

EXHIBITIONS : AWARDS : RECOGNITION :

the flo room, moss sports, flying colors

CURRENT:

- Public Art Consultant – “Approved”, City of Berkeley. The Flo Room. 2016 - present.
- FloCondo, an “Urban Cottage”, a livable art and event space. The Flo Room. 2010 – present.
- Civic Art Installation, ArTech Building – 2002 Addison (at Milvia) in Berkeley’s “Art District”. Received an “Excellence in Design” award from the Downtown Berkeley Association, Art Director, The Flo Room. 2002 – present.

2014:

- NHL Winter Classic deemed “Sporting Event of the Year” by Sports Business Journal. Ann Arbor, MI. Creative Director, Moss Sports Décor Team.

2012:

- GlobalShop Retail Conference, “Best Booth”, vmsd (Visual Merchandising and Store Design), Creative Director: graphic design and environmental brand manager for “Visual Impulse”. Flying Colors | Moss.

2009|2008:

- Discarded to Divine: Recycled Fashions. Renewed Lives. Sneak Preview: de Young Museum, group show. FloWear – reclaimed glass jewelry by The Flo Room.
- Discarded to Divine: Recycled Fashions. Renewed Lives. FloWear – Featured accessory on cover-page model, photoshoot. The Flo Room

PRIOR:

- [7] “International Achievement Awards” - Event Décor, Industrial Fabrics Assoc. International, Flying Colors | Moss Sports

- “Outstanding Achievement Award”,
- “Design Award”
- “First Place - Category: Flags and Banners”:

[4] Super Bowls, [1] Pro Bowl, [1] Fiesta Bowl and [1] Davis Cup.