

MICHELLE WILLEMS

Creative Direction / Graphic Design / Management

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I have refined my eye for visual storytelling over the course of my career as an Art Director for major brands spanning television, music and editorial. I have overseen the creation of visual content from pitch through production - collaborating on photo shoot concepts meant to convey campaign messages and illustrate stories, creating visual content for print advertising, marketing and digital campaigns, to help ensure the goals for each project are met. I am adept and recognizing and cultivating talent, working with a team on ideas, planning, and the execution of photo shoots, event materials and selecting the most impactful images. I am highly organized yet able to remain flexible on the job, always keeping the overall vision clearly in focus.

- 3/18 - present **FREELANCE ART DIRECTOR** . UNICEF USA
- 4/17 - 3/18 **FREELANCE ART DIRECTOR** . Comedy Central, Brooklyn Roasting Co., Harper Collins, BlissSpa (Biggs&Co.), Norisol Ferrari, CUNY
- 2015 - 2016 **DESIGN DIRECTOR** . MTV Brand Creative, NYC
- 2014 - 2015 **CREATIVE DIRECTOR** . Serino/Coyne, NYC
- 2012 - 2014 **DESIGN DIRECTOR** . NYU Advertising and Publications, NYC
- 2001 - 2012 **PERMALANCE ART DIRECTOR** . MTV Networks, NYC / Worked with the various channels: Comedy Central (6 years), VH1, MTV, Nickelodeon, BET Networks
- 1997 - 2010 **ADJUNCT PROFESSOR** . School of Visual Arts, Pratt Institute, Miami Ad School, teaching typography to all levels
- 2003 - 04 **DESIGN DIRECTOR** . Vanguarde Media / Honey Magazine, NYC
- 1996 - 00 **ART DIRECTOR** . Tommy Boy Music, NYC
- 1994 - 96 **ART DIRECTOR** . Sony Music, NYC
- 1992 - 94 **SENIOR DESIGNER** . MTV NYC
- 1990 - 92 **SENIOR DESIGNER** . Louise Fili, LTD, NYC

OTHER CLIENTS . A+E Networks, Rubell Hotels and Art Collection, Martha Stewart, MAVI Jeans, Fader Magazine, RCA Records, StopSmiling Magazine, Say Anything Strategists, Mad Free/Afropunk, Enitan Vintage, Crema Café

AWARDS . Broadcast Design Awards, Print, AIGA, Young Guns Show (Art Directors Club), The Wilde Years retrospective (SVA)

EDU . **SVA**, *BFA Graphic Design* / **FIT**, *AAS Fashion Illustration*