

# MICHELLE WILLEMS

CREATIVE DIRECTION / GRAPHIC DESIGN / MANAGEMENT

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I am devoted to the art of visual storytelling.

- 6.22 - 6.24 CREATIVE DIRECTOR . ARTIST ONE MUSIC / Branding & Marketing .  
A new 360 global music creative studio based in Rock Lititz (PA) - first client: Mariah Carey
- 6.20 - 11.22 CREATIVE DIRECTOR . TWITTER / Brand Marketing .  
previously on Design & Research team as a Creative Director for Product
- 9.19 - 6.20 DESIGN DIRECTOR . HUEMEN / HARMAN KARDON/JBL, NYC
- 3.17 - 8.19 FREELANCE DESIGN DIRECTOR . UNICEF USA
- 2015 - 2017 DESIGN DIRECTOR . MTV Brand Creative, NYC
- 2014 - 2015 ASSOCIATE CREATIVE DIRECTOR . Serino/Coyne, NYC
- 2012 - 2014 ART & 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, on everything to visually support the networks and  
programming, from merch to events to billboards in Times Square (and nationally)
- 1997 - 2010 ADJUNCT PROFESSOR . School of Visual Arts, Pratt Institute, Miami Ad School,  
teaching typography to all levels
- 2003 - 04 DESIGN DIRECTOR . Vanguard Media / Honey Magazine, NYC  
I had the opportunity to redesign the women's magazine under EIC  
Michaela Angela Davis, and help lead the publication to it's most successful year  
in newsstand and subscription sales
- 96 - 00 ART DIRECTOR . Tommy Boy Music NYC
- 94 - 96 ART DIRECTOR . Sony Music NYC
- 92 - 94 SR . DESIGNER . MTV NYC

**OTHER CLIENTS** . Testify Books, Slang, Inc. (for Nike & Howard U.),  
A+E Networks, Artist One Music Group, Rubell Hotels and Art Collection,  
Warner Music, Cornerstone/Fader Magazine, Message Pictures, RCA Records,  
Wayfarer Films, MaD Free/Afropunk, Brooklyn Roasting Co., Harper Collins,  
**BlisSpa** (Biggs&Co.), CUNY, Louise Fili, Ltd., A Beautiful Mind Entertainment

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

**PANELS** . **Columbia School of Journalism**, Moderated Panel:  
'THE CULTURE IS VISUAL: HIP HOP PHOTOGRAPHY' Feb 2024

**AIGA** - Guest Panelist on 'DESIGN SPOTLIGHT:  
'SOMETHING LIKE A PHENOMENON' March 2024

**EDUCATION** . School of Visual Arts, BFA Graphic Design  
Fashion Institute of Technology, AAS Fashion Illustration