

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 . Vanguarde Media / Honey Magazine, NYC I led the redesign of the women's magazine under EIC Michaela Angela Davis, and the publication earned 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 . Paramount+, Warner Music, Testify Books, Slang, Inc. (for Nike & Howard U.), Message Pictures, A+E Networks, Rubell Hotels and Art Collection, Cornerstone/Fader Magazine, 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 . AIGA NY - Featured Guest Speaker 'AND YOU DON'T STOP' April 2025

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

AIGA NY - 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