

MICHELLE WILLEMS

CREATIVE DIRECTION / GRAPHIC DESIGN / MANAGEMENT

MWILLEMSCREATIVE@GMAIL.COM / MWILLEMSCREATIVE.COM / 917 805 6551

I am devoted to the art of visual storytelling.

CURRENTLY

CREATIVE DIRECTOR AT-LARGE

Working with clients remotely such as Vox Media (NYC), HUDSY (Kingston NY), and Verve Records in NYC.

11.22 - 9.24

CREATIVE DIRECTOR . ARTIST ONE MUSIC / Branding & Marketing

A new 360 global music creative studio based in Rock Lititz (PA) - Our first client: Mariah Carey - developing the marketing strategy, digital and merch for her multi-city live IMAX Christmas show. Additionally, developing the branding & identity for Artist One as a new innovative musical entity.

6.20 - 11.22

CREATIVE DIRECTOR . TWITTER / Brand Creative Marketing

Started on the Design & Research team as a Creative Director for Product, and then pivoted to Brand Marketing - on each team I led the Art Directors to develop creative with our new brand redesign, partnered with illustrators and designers to conceptualize imagery for new features, podcasts, and developed a new library of 500+ illustrations for the teams to work with, always with a 360 POV.

9.19 - 6.20

DESIGN DIRECTOR . HUEMEN / HARMAN KARDON/JBL, NYC

Led the in-house creative team to develop design and marketing campaigns for both internal communications, B2B materials, as well as consumer-facing digital campaigns and environmental store displays and quarterly window campaigns for flagship locations in NYC and Europe.

3.17 - 8.19

FREELANCE DESIGN DIRECTOR . UNICEF USA

Partnering with Marketing, Editorial and Research teams to develop Bridge Fund reports and their massive annual report, utilizing existing imagery from their vast global library of imagery. I also designed and developed branding and design direction for 'Unicef Unite', their grassroots initiative.

2015 - 2017

DESIGN DIRECTOR . MTV Brand Creative, NYC

During a pivotal time in the network's history, worked with the brand creative team to help develop the redesign of the iconic channel's logo and identity, and implement that across all platforms of on-air, off-air, digital, experiential and merch. Lead & created new programming identities and activations for on and off-air packaging with capsule teams of copy, design, on-air animation, and production.

2014 - 2015

ASSOCIATE CREATIVE DIRECTOR . SERINO/COYNE, NYC

As the ACD, I creatively managed an in-house team of 9 art directors and designers, as well as multiple creatives on the outside, to develop campaigns for A-list Broadway productions, in a high-stakes and high pressure environment. I also commissioned photography and illustration for these 360 campaigns including front-of house in the theater district, merchandise and out-of-home advertising nationally.

2012 - 2014

ART & DESIGN DIRECTOR . NYU Advertising and Publications, NYC

For NYU's Undergrad Advertising and Publication department, I led the team through a redesign of all of their marketing materials and the Quarterly magazine publication, sent globally to potential high-achieving students around the world. I commissioned photography and illustration to support the redesign, building a new arsenal of talent for this division that is being utilized still.

2002 - 2014

PERMALANCE ART DIRECTOR . MTV Networks, NYC

A recurring and rotating role, working with the various channels: Comedy Central (for 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, as well as national outdoor campaigns and IRL activations.

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. Together, we created iconic imagery for this magazine with Beyoncé, Mary J. Blige, and Missy Elliott, among other A-list celebrities in the music, fashion and beauty genres.

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EARLY CAREER
IN MUSIC

ART DIRECTOR . Tommy Boy Music NYC, (FREELANCE) RCA, ELEKTRA
ART DIRECTOR . Sony Music NYC
SR . DESIGNER . MTV NYC

2000 - 2025

FREELANCE CLIENTS

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

1997 - 2012

ADJUNCT PROFESSOR . Teaching typography and design to all levels
School of Visual Arts
Pratt Institute
Miami Ad School

1999 - 2022

AWARDS + MERIT .

Broadcast Design Awards (BDA/PROMAX)
Print
AIGA
Young Guns Show (Art Directors Club)
The Wilde Years Retrospective (SVA)

GUEST 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

AIGA PANEL



COLUMBIA SCHOOL OF JOURNALISM



AIGA FEATURED SPEAKER

