

# 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 concepts, planning, and the execution of photo shoots, event materials, and selecting and usage of the most impactful images and art. I am highly organized yet able to remain flexible on the job, always keeping the overall vision clearly in focus.

- 6/20 - present      **CREATIVE LEAD . TWITTER / Brand Marketing .** previously on Design & Research team as a Creative Director for Design Systems/Product
- 9/19 - 6/20        **DESIGN DIRECTOR . HUEMEN / HARMAN NYC**
- 3/18 - 8/19        **FREELANCE DESIGN DIRECTOR . UNICEF USA**
- 4/17 - 3/18        **FREELANCE ART DIRECTOR .** Comedy Central, Brooklyn Roasting Co., Harper Collins, BlissSpa (Biggs&Co.), Norisol Ferrari, CUNY
- 2015 - 2017        **DESIGN DIRECTOR . MTV Brand Creative, NYC**
- 2014 - 2015        **ASSOCIATE 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 .** Vanguard 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 .** Testify Books, A+E Networks, Rubell Hotels and Art Collection, Martha Stewart, Fader Magazine, RCA Records, FatBeats Music, Mad Free /Afropunk, Matic Entertainment, 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*