

# MICHELE MARDORF

ASSOCIATE CREATIVE DIRECTOR / SR. ART DIRECTOR  
michelemardorf.com | [connect@michelemardorf.com](mailto:connect@michelemardorf.com) | 786.719.4459

## WORK EXPERIENCE

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### SoHo Experiential

New York, NY (Remote)

Associate Creative Director & Sr. Designer

(Contract) October 2025 - Present

- Developed brand narratives, art direction, and visual systems for *Red Bull Symphonic ft. Asake*, helping bridge Afrobeats with classical symphony by integrating Lagos and Brooklyn culture as Asake made history as the first African artist to headline Red Bull Symphonic.
- Shaped live music experiential concepts and scalable creative frameworks centered around innovation, including audience journeys, programming ideas, themed rooms, interactive touchpoints, and spatial storytelling designed to flex authentically across venues, markets, and talent.
- Created moodboards, AI-assisted spatial renders, key art, and visual world-building assets to define the look, tone, and atmosphere for different Red Bull experiences, bridging concept development with production realities.

### Los York

Los Angeles, CA (Remote)

Sr. Art Director

(Contract) March 2026 - April 2026

- Art directed a 2026 NBA Playoffs campaign across social and CTV, developing the look and feel, footage treatment, music direction, color approach, and motion language for a fast-moving postseason campaign.
- Partnered closely with the ECD, creative director, producer, editor, animator, and VFX artist to evolve the creative from initial concept through delivery, ensuring the campaign captured the intensity of the Playoffs while staying true to the NBA's legacy brand.
- Shaped storytelling across NBA footage, star-driven moments, and Google Pixel UI systems, helping create a cohesive visual system built for the full Playoffs partner ecosystem.

### 180LA

Los Angeles, CA (Remote)

Associate Creative Director

(Contract) August 2025 - February 2026

- Led creative development across Adidas Originals and Running for *Hyperboost* product launch, *World Cup's Backyard Legends* campaign, and global brand narrative development, shaping creative platforms, visual direction, and strategic storytelling across 360 touchpoints.
- Developed strategic frameworks and campaign territories to guide creative exploration, helping keep concepts focused, ownable, and aligned across Adidas' 2026 and 2027 brand expression.
- Worked closely with the CEO and CCO to build and present creative platforms to senior leadership and production partners, balancing ambitious brand storytelling with business objectives, cultural relevance, and global scalability.

### TBWA\Chiat\Day

Los Angeles, CA (Remote)

Art Director

(Contract) June 2025 - July 2025

- Developed creative territories for Gatorade's 2026 global brand narrative, helping define how the brand would show up across 360 campaign touchpoints.
- Partnered with a copywriter, creative directors, ECDs, strategists, and larger agency teams to shape campaign thinking, visual direction, and decks for a global sports marketing platform.
- Built concept-driven narratives that connected elite athlete talent with everyday human performance stories, balancing iconic brand equity with fresh, future-facing world-building.

### Wieden+Kennedy

New York City, NY (Remote)

Art Director

(Contract) March 2025 - August 2025

- Led creative concepting and art direction for Verizon social campaigns tied to Rolling Loud Festival, Sueños Music Fest, The Lainey Wilson Tour, and Father's Day, blending entertainment partnerships, cultural moments, and brand storytelling across social-first formats.

- Developed campaign ideas, content capture frameworks, shot lists, talent-driven storylines, experiential activations, and visual direction in partnership with copywriters, strategists, producers, and creative leadership.
- Directed on-site content capture and guided post-production with production teams, ensuring final assets aligned with Verizon’s brand tone, platform behavior, campaign narrative, and the energy of each cultural moment.

## **Mass Appeal**

*Art Director*

**New York City, NY (Remote)**

*(Contract) October 2023 - July 2024*

- Led campaign development for Resorts World New York City’s successful bid to become NYC’s first full-scale casino, supporting its \$5.5B expansion through event branding, promotional assets, and a Nas-led video reveal that earned coverage from Forbes, Billboard, and Afrotech.
- Developed experiential concepts for Hip Hop Til Infinity, an immersive multi-city exhibition celebrating Hip Hop’s 50th anniversary, leveraging emerging technology, interactive elements, and spatial storytelling to create fan-centered cultural experiences rooted in music history and audience participation.
- Pitched campaigns for brands and IP including Adidas Originals, CIROC, Outkast, Google Pixel, MLB, Paramount, and the American Museum of Natural History, leading talent lists, programming ideas, pitch visuals, and culturally driven concepts across social, content, and live experience touchpoints.

## **Hometeam Records**

*Lead Art Director & Designer*

**Miami, FL**

*October 2021 - October 2023*

- Built Hometeam Records’ brand identity from concept through execution, translating founders’ vision, artist strategy, and cultural references into a cohesive visual system across logo, typography, color, merchandise, website, social, artist music videos, and promotional content.

## **Apple**

*Art Director*

**Cupertino, CA (Remote)**

*(Contract) June 2021 - August 2021*

- Spearheaded creative development for a 360 inclusivity campaign connecting Apple with HBCU communities, shaping the campaign concept, visual direction, presentation materials, and storytelling across digital, physical, and AR-driven touchpoints while maintaining Apple’s premium brand standards.

## **Dreamville**

*Art Director*

**New York City, NY (Hybrid)**

*(Contract) June 2021 - August 2021*

- Directed a team of creatives on the development of Dreamville Chi League, a premier pro-am basketball tournament in partnership with Wilson and Amazon Music, shaping onsite branding and event promotion from concept through execution across social, web, and VIP touchpoints while contributing programming ideas that connected basketball, music, and fan culture.

## **The Times**

*Jr. Art Director*

**Chicago, IL (Remote)**

*(Contract) 2020*

## **Plus305**

*Jr. Art Director*

**Miami, FL**

*(Contract) 2019*

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**Brands & Agencies:** Adidas, Apple, BMO, Ciroc, Dreamville, David Yurman, Gatorade, GNC, Google Pixel, Hometeam Records, Los York, Miami Heat, Mass Appeal, MLB, NBA, Paramount, Pullwax, Resorts World NYC, Red Bull, SoHo Experiential, TBWA, The Times, Verizon, White Claw, Wilson, Wieden + Kennedy, and 180LA.

## LEADERSHIP EXPERIENCE & ACTIVITIES

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### **The One Club for Creativity**

**Miami, FL**

*Vice President & Creative Director*

*2019 - 2025*

- Drove the creative and strategic evolution of The One Club Miami since 2019, advancing from volunteer to Vice President & Creative Director while spearheading the creative vision for all chapter events, including the annual One Club Awards Miami.
- Pioneered and produced the chapter's largest event to date, uniting the three leading creative nonprofits in MIA for a first-ever, community-focused panel that elevated the visibility and engagement of the organization.
- Built partnerships with schools and diversity-focused programs, fostering collaboration and sponsorships that empower young creatives and strengthen community impact.

### **Creative Futures Collective x Soho House**

**Miami, FL**

*Art Director / Mentee*

*2024*

### **Marcus Graham Project**

**Dallas, TX (Hybrid)**

*Lead Art Director / Fellow*

*2021*

## SKILLS & INTERESTS

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**Skills:** Art Direction, Branding, Concepting, Graphic Design, Creative Strategy, Social Media Campaigns, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, InDesign), Basic Motion Graphics, MidJourney AI, ChatGPT, Nanobanana, Spark AR, Figma, Procreate, Wix, Squarespace, Google Workspace, iWork Suite.

**Passions:** Multiculturalism, Music, Art, Sports, Design, Technology, Innovation, Immersive Experiences, Wellness, Strategy, Community, Diversity & Inclusion, AI, and the craft of Art Direction.

**Languages:** English, Spanish, German, Catalan.

## EDUCATION

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### **Miami Ad School**

**Miami, FL**

*Certification in Art Direction & Digital Design*

*April 2021*

### **Florida International University**

**Miami, FL**

*MS in Global Strategic Communications | Summa Cum Laude | GPA: 4.0*

*April 2021*

*BS in Advertising | Minor in Art | Magna Cum Laude*

*August 2019*