



Michele Mardorf

Art Director & Visual Designer

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Hola. I'm Michele.
A strategic, culturally diverse, and globally savvy Art Director who loves to explore the intersection between design, culture, music, and innovation.

Education

Miami Ad School & Florida International University
• MS Global Strategic Communications; Art Direction track. *Summa Cum Laude* (2021)

Florida International University
• BS Advertising; Creative track. Minor in Art. *Magna Cum Laude* (2019)

Organizations & Achievements

- Marcus Graham Project (2021)
- Margo Berman Creativity Scholarship (2019)
- Cinema Italy Poster Competition Winner (2019)
- The One Club For Creativity (2019)
- Bold Student Agency (2017)
- National Honor Society (2015)

Skills

Concepting, Branding & Identity, Graphic Design, Sketching & Studio Art, Photography, Photo & Video Editing, Adobe Creative Suite, 3D Rendering, Spark AR, and Project Management. Languages: English, Spanish, German & Catalan.

Experience: Freelancing

ART DIRECTOR & DESIGNER | 2017 - Present

- Nicolau Daudt: book cover design (became best-seller on Amazon Brazil).
- Guilda: cover art animation for social media.
- D. Kullus: song cover art.
- D. Sierra: illustration for fashion apparel.
- Santa Ponça Food Bank: logo, digital & social.
- Polk's Tree & Lawn Service: logo, business cards, uniforms, car magnets & social media banners.

Experience: In-House & Agency

LEAD ART DIRECTOR & GRAPHIC DESIGNER

Hometeam Records | Miami; Oct 2021 - Present

- Responsible for directing the branding of the label, including the conceptualization and art direction behind the brand, and delivering a style guide including the execution of logo, colors, typography, and merchandise.
- Collaborate with marketing, management, artist repertoire, and other creatives to bring concepts to life for promotional content, merchandise, and branded assets that resonate with the fans, culture, and potential partnerships.
- In charge of outsourcing for creative projects where specific talent is needed.

LEAD ART DIRECTOR

Dreamville; Fellowship | Hybrid; June 2021 - August 2021

- Art directed the style guide for the brand, including colors, typography, logo options for new verticals, and applications.
- Led a team of designers to bring concepts and creative directions to life, ensuring quality of work was up to standards, and deadlines were met efficiently.
- Art directed and co-executed promotional material for the Dreamville Chi League event including venue advertising, banners, flyers, email invitations, and VIP experience.
- Co-coordinated the Dreamville x Amazon Music video production during the Chi League Pro AM tournament, and assisted in scouting interviewees on-site for promotional content featuring macro influencer SupremeDreams.
- In charge of directing the visuals for Dreamville's social media promotion of Bas' and J.Cole's single "The Jackie."

LEAD ART DIRECTOR

Apple; Fellowship | Remote; June 2021 - August 2021

- Concepted and art directed digital 360 campaigns including social media content, out-of-home advertising, print, video promos, and merchandise.
- Ensured the quality of work was up to client standards by leading a team of designers from conception through execution, and coordinating with the project manager to deliver the final product on time.
- Art directed pitch decks, and presented to internal teams including creative directors, strategists, and other cross-functional teams on a weekly basis.

CREATIVE

The Times Agency; Internship | Remote; July 2020 - September 2020

- Developed and executed creative concepts for brands such as White Claw, GNC, Weight Watchers, and David's Bridal.
- Identified cultural insights and trends to help the agency authentically be part of the cultural conversation.
- Created an augmented reality concept for new business efforts through social media and guerilla marketing approaches.

ART DIRECTOR

Plus 305 Creative Boutique; Internship | Miami; June 2019 - August 2019

- Responsible for leading and pitching art-focused concepts and experiential campaigns to create community engagement for brands such as MTV and Live Like Bella.
- Assisted in the creation of decks for client presentations.

