MICHELE MARDORF

ASSOCIATE CREATIVE DIRECTOR / SR. ART DIRECTOR
michelemardorf.com | connect@michelemardorf.com | 786.719.4459

Concept-driven ACD / Sr. Art Director with 7+ years of experience across technology, culture, sports, and entertainment. Blends hands-on craft, strategic thinking, and visual storytelling with creative leadership to build distinctive campaigns and brand experiences. Early adopter of generative AI, bringing emerging tools and new ways of working into the creative process.

WORK EXPERIENCE

LOLA USA (Previously 180LA) **Los Angeles, CA (Remote)**
Associate Creative Director *(Contract; Repeated engagements) August 2025 - September 2026*

- Led creative development for adidas Originals and Running, shaping campaign platforms, visual direction, and storytelling across the Hyperboost launch and 2027 brand narrative.
- Consulted on adidas' World Cup 2026 Backyard Legends campaign, identifying cultural partners and connecting athlete stories with broader cultural narratives for the global campaign.
- Developed and presented creative platforms alongside the CEO and CCO to senior adidas leadership, translating strategic objectives into compelling concepts and visual directions.

Los York **Los Angeles, CA (Remote)**
Sr. Art Director *(Contract; Repeated engagements) March 2026 - June 2026*

- Led concept development and art direction for the 2026 NBA Playoffs and Finals across social and connected TV, defining visual treatments, music direction, color grading, and VFX language while guiding production partners through delivery.
- Developed concepts as the postseason unfolded, translating evolving team narratives, rivalries, and pivotal moments into timely creative while maintaining a cohesive campaign direction.

SoHo Experiential **New York, NY (Remote)**
Associate Creative Director & Sr. Designer *(Contract; Repeated engagements) October 2025 - May 2026*

- Developed art direction and visual systems for Red Bull Symphonic featuring Afrobeats artist Asake, connecting Lagos and Brooklyn cultural references across campaign visuals and spatial design.
- Developed experiential concepts and visual frameworks for the global debut of Red Bull Chapters with Puerto Rican artist Rauw Alejandro, translating his story, influences, and culture into immersive fan experiences and scalable artist-led storytelling.
- Created key art, visual systems, and AI-assisted spatial renders to communicate creative direction and production intent; contributed concepts and visual direction to winning new-business pitches.

TBWA\Chiat\Day **Los Angeles, CA (Remote)**
Art Director *(Contract) June 2025 - July 2025*

- Developed creative territories for Gatorade's 2026 global brand narrative, translating strategy into campaign narratives, visual worlds, and presentations with copywriting and strategy partners.

Wieden+Kennedy **New York City, NY (Remote)**
Sr. Art Director *(Contract) March 2025 - August 2025*

- Led concept development and art direction for Verizon social campaigns and experiences spanning Rolling Loud, Sueños Music Festival, Lady Gaga, and Lainey Wilson.
- Co-developed Verizon's "Call-A-Cowboy" with Lainey Wilson, an interactive Nashville phone-booth experience connecting fans with live cowboys and opportunities to attend her concert; directed visual and experiential design and helped secure buy-in.
- Developed social-first concepts, visual systems, shot lists, and capture plans; directed on-site content capture and guided post-production.

Mass Appeal **New York City, NY (Remote)**
Art Director *(Contract) October 2023 - July 2024*

- Led campaign creative featuring Nas for Resorts World NYC's proposed $5.5B expansion, spanning event branding, promotional assets, and a video reveal covered by Forbes and Billboard.

- Art directed the opening experience for Hip Hop Til Infinity, an immersive multi-city exhibition using archival content and artifacts to introduce Hip Hop's five pillars.
- Pitched campaigns and branded experiences for adidas Originals, CIROC, Outkast, Google Pixel, MLB, Paramount, and the American Museum of Natural History.

Hometeam Records **Miami, FL**
Art Director *October 2021 - October 2023*

- Built the label's identity and style guide from concept through execution across logo, typography, merchandise, website, social, and artist content.
- Concepted and produced vertical-first music videos, shaped artist identities, and pitched brand strategies directly to founders in collaboration with A&R and management.

Apple **Cupertino, CA (Remote)**
Art Director *(Contract) June 2021 - August 2021*

- Translated tech and brand stories into culturally grounded, human-centered concepts, connecting an Apple inclusivity initiative to HBCU communities.
- Developed the initiative's visual direction and campaign frameworks across grassroots activations and digital, physical, and Augmented Reality (AR) experiences.

Dreamville **New York City, NY (Hybrid)**
Art Director *(Contract) June 2021 - August 2021*

- Directed a team of creatives on Dreamville Chi-League, a pro-am basketball tournament, developing a cohesive visual identity across event branding, social, web, and VIP experiences; also led the social rollout for "The Jackie" by Bas, J. Cole, and Lil Tjay.

EARLY CAREER

The Times | Jr. Art Director (Contract) **|** 2020 **Plus305 |** Jr. Art Director (Contract) **|** 2019

LEADERSHIP EXPERIENCE & ACTIVITIES

The One Club for Creativity **Miami, FL**
Vice President & Creative Director *2019 - 2025*

- Advanced from volunteer to board leadership, driving creative direction, programming, partnerships, and chapter growth, including the annual One Club Awards Miami and portfolio reviews.
- Conceived and produced the chapter's largest event, bringing together The One Club, AAF, and AIGA Miami for a first-of-its-kind community panel; built partnerships with schools and diversity programs to support emerging creatives.

SKILLS

Creative: Art Direction, Concept Development, Strategic Thinking, Graphic Design, Visual Storytelling, Brand Identity, Visual Systems, Integrated Campaigns, Social-First Creative, Digital Experiences, Creative Prototyping, Creative Leadership.
AI & Emerging Tech: Generative AI, AI-Assisted Art Direction, Multimodal AI Workflows, Visual Prototyping, Custom GPTs, Reusable Prompt Frameworks, Workflow Design & Automation.
Tools: Adobe Creative Suite, Figma, Procreate, ChatGPT, Midjourney, Gemini, Nano Banana.
Languages: English, Spanish, German, Catalan.

EDUCATION

Miami Ad School | Certification in Art Direction & Digital Design | 2021
Florida International University | MS, Global Strategic Communications | Summa Cum Laude | 2021
Florida International University | BS, Advertising; Minor in Art | Magna Cum Laude | 2019

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