

MICHELE MARDORF

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

WORK EXPERIENCE

Los York

Sr. Art Director

Los Angeles, CA (Remote)

(Contract) March 2026 - June 2026

- Led art direction for the 2026 NBA Playoffs and NBA Finals across social and CTV, developing the concept, look and feel, footage treatment, music direction, coloring approach, and VFX language for three unique postseason social-first video executions.
- Partnered closely with the ECD, creative director, producer, editor, animator, and VFX artists to evolve the creative from initial concept through delivery, ensuring the campaign captured the intensity of the Playoffs and Finals while staying true to the NBA's legacy brand and audiences.
- Shaped storytelling across NBA gameplay footage, athlete-driven insights, and historic archival moments, helping create a cohesive visual system built for the NBA partner ecosystem.

SoHo Experiential

Associate Creative Director & Sr. Designer

New York, NY (Remote)

(Contract) October 2025 - May 2026

- 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.

180LA

Associate Creative Director

Los Angeles, CA (Remote)

(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

Art Director

Los Angeles, CA (Remote)

(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

Art Director

New York City, NY (Remote)

(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

New York City, NY (Remote)

Art Director

(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, CROCS, 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

Miami, FL

Lead Art Director & Designer

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

Cupertino, CA (Remote)

Art Director

(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

New York City, NY (Hybrid)

Art Director

(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

Chicago, IL (Remote)

Jr. Art Director

(Contract) 2020

Plus305

Miami, FL

Jr. Art Director

(Contract) 2019

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

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

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

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