

michelle j. konar

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EDUCATION

RHODE ISLAND SCHOOL OF DESIGN (RISD)

Bachelor of Graphic Design, 2009
Bachelor of Fine Arts in Graphic Design, 2008
Concentration in Art History

EUROPEAN HONORS PROGRAM

Rome, Italy · Fall 2007 through Spring 2008

WORKSHOPS

THE SCHOOL OF STYLING

Austin, Texas · February 2015
Three-day workshop focusing on event planning, social media and creating community.

LOVES

typography
avocados
color palettes
puppies
road trips
interior spaces

KNOWS HOW TO

letterpress print
build presentation decks
bake vegan cookies
plan and host parties
be a team player
organize spreadsheets

PROFESSIONAL EXPERIENCES

WIEDEN + KENNEDY

Studio Designer · 2014–present

Worked alongside the creative team to execute digital, print, social and television assets for Old Spice, Secret and P&G.

P&G FAMILY HOME Traveled to Rio de Janeiro for the 2016 Summer Olympics to provide design assistance for P&G's Olympic event space.

3% CONFERENCE Worked with an intimate group of women to curate a day of talks featuring female leaders from creative industries. Oversaw all aspects of design including interior design, stage design, signage, swag kits, and more.

ADCADE

Lead Designer · 2013–2014

Designed highly interactive multi-screen online experiences in HTML5 for publishers such as Hearst Corporation, Conde Nast and Business Insider. Worked in a start-up environment, overseeing a team of designers and in charge of all creative assets.

ADVERTISING SHOWCASE Spearheaded a branding movement for the young start-up, which included a new gallery-based website. Led discovery into user needs, provided user journeys, created wireframes, and oversaw design and development.

OAKLEY Interactive advertisement that seamlessly responded to the user's device. Users interacted with the unit to select the frame and lens color and could add the customized product directly into their shopping carts. Placed silver for IAB Rising Stars Rich Media Display at the IAB mixx awards in 2014.

OGILVY & MATHER WORLDWIDE

Art Director · 2009–2013

Worked for high-profile clients, such as IBM, Aetna, BlackRock and American Express, creating flexible and direct assets for usage across multiple campaigns. Projects included print, video and digital, which were developed from the concept stage and seen through production.

IBM'S WATSON Assisted the Watson brand team with direct marketing campaign materials and providing art direction for B2B videos and web assets.

RELATED EXPERIENCES

APARTMENT

Summer 2013

New York studio apartment was selected for the 2012 Small Cool Contest, an international competition on the popular home blog Apartment Therapy. The space was also featured in several blog articles and on YouTube's SpacesTV.