

# michelle j. konar

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## EDUCATION

### Rhode Island School of Design

Bachelor of Graphic Design, 2009

Bachelor of Fine Arts in Graphic Design, 2008

Concentration in Art History

### European Honor 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.

## EXTRACURRICULAR ACTIVITIES

### Portland Farmer's Market

Board Member · 2018–present

### Woodworking

Portland Community College · Summer, Fall 2018

### Johns Community Garden

Active Gardener · 2017–present

## LOVES

typography

avocados

color palettes

her dog

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

### Swift

#### Art Director · 2017–present

Leading creative from concept through production stages on the Google, Nest and Made with Code social accounts. Responsibilities include working alongside a copywriter, managing designers and animators on projects, presenting to clients, directing photoshoots, overseeing the retouching process, creating final assets for production.

### Wieden + Kennedy

#### Studio Designer · 2014–2017

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, signage, swag kits, and more.

### Adcade

#### Lead Interactive Designer · 2013–2014

Designed highly interactive multi-screen online experiences in HTML5 for publishers such as Hearst, Conde Nast, The New York Times and Business Insider. Worked in a start-up environment, overseeing a team of interactive 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 colors, 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

#### Art Director · 2009–2013

Worked for high-profile clients—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 award-winning Watson project and campaign with direct marketing campaign materials and providing art direction for B2B videos and web assets.