

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 · 2018–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

Free Association at Google

Senior Art Director · 2019–present

Embedded member of the Brand Expression team within Google Hardware. Concepted and directed lifestyle and still-life photoshoots, worked with retouchers to perfect photography and product imagery, developed marketing layouts and designed iconography to create a consistent and cohesive brand appearance across business units.

Swift

Art Director · 2017–2019

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.

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.