

Michelle J. Konar

Senior Art Director and Creative Lead

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PROFESSIONAL EXPERIENCES

Yohana

Senior Art Director and Brand Designer · 2021–2022

Led growth initiatives to build brand awareness, produced member activations for retention, and created and maintained brand systems. Responsibilities included creating brand visuals; maintaining brand guidelines; designing data-backed paid social and organic social within content themes; and producing pop-up events for members and professionals.

Google

Contracts with HH Global and Free Association

Global Art Director · 2019–2021

Concepted new product campaigns, developed retail design systems and created product photography libraries as an embedded member of the Brand Visual team within Google Devices and Services. Responsibilities included leading lifestyle and product photoshoots and overseeing post production; designing retail marketing layouts and developing toolkits for global usage; creating visual design systems and product lockups.

Swift

Art Director · 2017–2019

Created social-first campaigns and organic social content for Google, Nest and Made with Code. Responsibilities included managing designers and animators on creative production; leading photoshoots and overseeing the retouching process; and 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 national campaigns and activations for clients, such as Old Spice, Secret and P&G. Responsibilities included designing campaign lockups to be used across global campaigns; website design and production; event design for activations; and creating client presentations.

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. Responsibilities included leading and mentoring a team of designers; overseeing high-level internal projects such as branding and digital presence; developing wire-frames and exploring user experience and interactions.

Ogilvy & Mather

Art Director · 2009–2013

Created flexible and direct assets for usage across multiple campaigns for high-profile clients—IBM, Aetna, BlackRock and American Express. Responsibilities included presenting concept presentations to clients; overseeing illustration and animation creation from outside vendors; creating direct mail, lifecycle and email assets; art directing video content and post-production; oversaw global campaigns from concept to final production.

EDUCATION

Rhode Island School of Design

Bachelor of Graphic Design, 2009

Bachelor of Fine Arts in Graphic Design, 2008

Concentration in Art History

RISD · European Honor Program

Rome, Italy · Fall 2007 through Spring 2008

EXTRACURRICULAR ACTIVITIES

Board Member · Portland Farmer's Market

Attend board meetings, support key business decisions and review financials. Member of the Vendor Success committee.

Certified Florist · Floral Design Institute

Learned floral design concepts, history and principles in a three-week certification course.

Woodworking · Portland Community College

Continuing education courses learning the techniques of woodworking, such as joinery, wood turning and furniture making.

SKILLS

Photo and video content creation

Retail layouts and global toolkits

Organic and paid social media

Advertising campaigns

Environmental design and events

Product and campaign lock-ups

Interactive and product design