



Michele Mardorf

Art Director & Visual Designer

786.719.4459 • michmarflo@gmail.com • www.michelemardorf.com

I'm a multicultural Art Director with experience in the music, entertainment, tech, and CSR spaces. I'm passionate about creating thoughtful designs, insight-driven campaigns, and immersive experiences. My style is bold, conceptual, and innovative, with a touch of mixed-media elements.

Education

Miami Ad School | 2021

- Digital Design
- Art Direction

Florida International University | 2021 & 2019

- MS Global Strategic Comm. *Summa Cum Laude*
- BS Advertising; Creative track. *Magna Cum Laude*

Awards

- Muse Awards - Gold x1 (2024)
- NYX Awards - Gold x1 (2024)
- Graphis - Silver x1 (2024)
- Vega Awards - Gold x2 (2023)
- NYX Awards - Gold x2 (2023)
- One Club Awards Miami - Merit (2023)

Organizations

- The One Club for Creativity (2019 - Present)
- Creative Futures Collective (2024)
- Marcus Graham Project (2021)
- Bold Student Agency (2017)

Skills

Concepting, Branding & Identity, Graphic Design, AI, Illustration, Studio Art, Photography, Photo & Video Editing, Adobe Creative Suite, Web Design, Spark AR, UX/UI, and Project Management.
Languages: English, Spanish, German & Catalan.

Brands I've Worked On

Apple, Adidas, BMO, Ciroc, Dreamville, GNC, Google Pixel, Miami Heat, MLB, Outkast, Paramount, Pullwax, Resorts World NYC, White Claw, and Wilson.

Experience

ART DIRECTOR

Mass Appeal | Remote; October 2023 - Present

- Developed comprehensive branding and talent-focused campaigns, leading the ideation of branded content, multi-city campaigns, and immersive exhibitions.
- Created, executed, and pitched innovative concepts and strategic presentations for client projects, ensuring alignment with objectives, vision, and brand guidelines.
- Coordinated events and brand activations, overseeing talent selection, event programming, social media content, and creative strategy.

VICE PRESIDENT

The One Club for Creativity Miami | Miami; June 2021 - Present

- Collaborated closely with the Chapter President to build community for local creatives and make a significant impact on the advertising and design industries.
- Directed design and art direction for all events, ensuring cohesive branding, impactful visual identities, seamless execution, and effective content deployment strategies.
- Managed event production, securing sponsors and partners, coordinating programming, and enhancing engagement and outreach for the chapter's initiatives.

LEAD ART DIRECTOR & DESIGNER

Hometeam Records | Miami; October 2021 - October 2023

- Developed and executed comprehensive visual identity and branding for Hometeam Records, including creating an official brand guide and overseeing all platforms.
- Collaborated with cross-functional teams and artists to bring concepts to life for music videos and photoshoots, while enhancing artist development and unique brand images.
- Pitched creative vision and branding strategies directly to CEOs, ensuring alignment with company objectives and maintaining a strong brand identity.

ART DIRECTOR

Dreamville | Hybrid; June 2021 - August 2021

- Led the art direction and rebranding for Dreamville's vertical expansion, creating cohesive visual identities and promotional initiatives across new business ventures.
- Directed the visuals for Dreamville's social media promotion of Bas' and J. Cole's single "The Jackie," leveraging creative vision to captivate audiences and engagement.
- Managed the production and execution of promotional materials for the Dreamville Chi League event and Dreamville x Amazon Music content capture for social media.
- Directed a team of designers, translating concepts and creative directions into compelling visual assets, ensuring high standards of quality and efficiency.

ART DIRECTOR

Apple | Remote; June 2021 - August 2021

- Spearheaded creative campaigns for Apple's transformative initiatives, carrying the brand's visual identity across different media including digital, out-of-home advertising, social media, video promos, and other grassroots marketing efforts.
- Conceptualized and art-directed 360 campaigns, leading a team of designers to deliver high-quality, impactful executions that reflect Apple's innovation and excellence.
- Crafted and pitched persuasive presentations to internal stakeholders, effectively communicating creative vision and strategy, while simultaneously ensuring alignment, in-meeting engagement, and buy-in from Apple's leadership teams.

