

MICHELE MARDORF

ART DIRECTOR

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WORK EXPERIENCE

Mass Appeal

New York City, NY (Remote)

Art Director

October 2023 - July 2024

- Developed immersive exhibitions in cities such as LA and NYC, leveraging AI tools and emerging technologies for interactive elements and spatial design to create conceptual, engaging experiences that captivated audiences nationwide and achieved notable success.
- Led a social-first campaign announcement for Resorts World New York's \$5 billion expansion. Developed promotional assets, a Nas-led video reveal, and event branding, earning media coverage from Forbes, Billboard, and Afrotech highlighting the project's cultural impact.
- Directed multi-city branded entertainment campaigns, crafting social-first storytelling through Instagram content and original music tracks. Managed on-site experiences featuring influencers and celebrities from the campaigns, ensuring cohesive storytelling that seamlessly bridged digital platforms and in-person activations.
- Pitched and developed music-driven campaigns to leadership and clients, combining culturally relevant storytelling with audience insights to create impactful, resonant experiences.

Hometeam Records

Miami, FL

Lead Art Director & Designer

October 2021 - October 2023

- Built a unique and conceptual brand identity for Hometeam Records, transforming the founders' vision into a cohesive style guide through in-depth brand exploration, interviews, and creative strategy. Directed 3D designers to create impactful visual assets that established the label's presence in the independent music space.
- Developed vertical-first music videos, contributing to the theme, treatment, concept, and production to craft visually compelling, mobile-optimized storytelling experiences that resonated with digital audiences.
- Collaborated cross-functionally with all teams at Hometeam Records, mentoring designers and working closely with artists to align creative strategies with artist development and broader company goals.

Apple

Cupertino, CA (Remote)

Art Director

(Contract) June 2021 - August 2021

- Spearheaded the creative vision for a high-profile inclusivity initiative, developing a comprehensive 360 campaign that authentically connected with HBCUs through grassroots storytelling while humanizing Apple's technological innovation.
- Led a team of designers and collaborated closely with the marketing team to create digital, physical, and AR-driven assets, ensuring consistency across platforms and touchpoints.
- Pitched strategic creative concepts to Apple's leadership, driving stakeholder buy-in for a campaign that reinforced Apple's mission to empower HBCU communities for this fast-paced, project-focused contract role.

Dreamville

New York City, NY (Hybrid)

Art Director

(Contract) June 2021 - August 2021

- Led the rebranding process for Dreamville's brand assets during their vertical expansion, guiding the creation of logos and pitch decks to align with the company's evolving business ventures and creative direction.
- Curated the Instagram rollout strategy for Bas and J. Cole's single "The Jackie," crafting the social media aesthetic and driving high engagement through a visually cohesive rollout campaign.
- Directed a team of designers in creating promotional assets and on-site visuals for the Dreamville Chi League, a sports and music collaboration with Wilson and Amazon Music. Delivered 3D VIP invites, digital promo assets, landing page, and environmental design for the venue to ensure a cohesive and culturally-relevant experience.

The Times

Junior Art Director

Chicago, IL (Remote)

(Contract) July 2020 - September 2020

- Developed creative concepts and guerrilla marketing campaigns for brands like White Claw and GNC, delivering innovative creative solutions that drove audience engagement through cultural insights.
- Designed mobile-first solutions utilizing emerging tech tools to connect with Gen Z and Millennial audiences across social platforms, delivering culturally relevant and innovative content.
- Led the development of AR-driven initiatives to support new business efforts, showcasing the agency's future-focused creative capabilities to prospective clients.

Brands I've Worked With (Including Freelance): Apple, Adidas, BMO, Ciroc, Dreamville, David Yurman, GNC, Google Pixel, Miami Heat, MLB, Outkast, Paramount, Pullwax, Resorts World NYC, White Claw, and Wilson.

LEADERSHIP EXPERIENCE & ACTIVITIES

The One Club for Creativity

Vice President & Creative Director

Miami, FL

2019 - Present

- Since 2019, I've driven The One Club's creative evolution, advancing from volunteer to Vice President & Creative Director. Spearheaded the creative vision for all chapter events, including the annual One Club Awards Miami, enhancing visibility and engaging more diverse audiences through cohesive themes and impactful promotional assets.
- Pioneered and executed the chapter's largest event to date, uniting three leading creative nonprofits in a record-breaking, community-focused experience that elevated visibility and engagement.
- Built partnerships with schools and diversity-focused programs, fostering collaboration and sponsorships that empower young creatives and strengthen community impact.

Creative Futures Collective x Soho House

Art Director / Mentee

Miami, FL

2024

Marcus Graham Project

Lead Art Director / Fellow

Dallas, TX (Hybrid)

2021

SKILLS & INTERESTS

Skills: Art Direction, Branding, Concepting, Graphic Design, Campaign Strategy, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, InDesign), Basic Motion Graphics, MidJourney AI, ChatGPT, Spark AR, Figma, Procreate, Wix, Squarespace, Google Workspace, iWork Suite.

Interests: Multiculturalism, Music, Art, Design, Technology, Innovation, Fitness, Creative Strategy, Community Engagement, Diversity & Inclusion.

Languages: English, Spanish, German, Catalan.

EDUCATION

Miami Ad School

Certification in Art Direction & Digital Design

Miami, FL

April 2021

Florida International University

MS in Global Strategic Communications | Summa Cum Laude | GPA: 4.0

BS in Advertising | Minor in Art | Magna Cum Laude

Miami, FL

April 2021

August 2019