



MICHELE PAPPAS

ART DIRECTOR

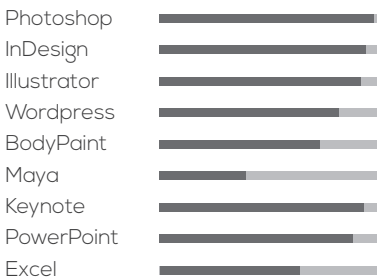
STRENGTHS

An Art Director with over ten years' experience in campaign strategy, brainstorming, conceptualization, presentation and execution. Proficient in developing integrated campaigns, including experiential, web, print, social, and outdoor. An energetic, detail-oriented creative thinker with a high level of technical skills, and a solid understanding of print processes.

CONTACT

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SKILLS



CLIENTS

- A Better LA
- AT&T
- Activision
- BareMinerals
- Betsy's Best
- Caress
- Children's Hospital
- Curves
- Energizer
- Gatorade
- Grammy Awards
- HBO
- Infiniti
- Jimmy Dean
- L.A. Times
- Microsoft
- Moët & Chandon
- Nissan
- NKLA
- Procter & Gamble
- PUR
- Pedigree
- Pepsi
- Pinkberry
- Principle Financial
- PST
- Sony
- Goodlife Recipe
- Visa
- Walmart
- Washington Mutual
- Whole Foods

EXPERIENCE

Freelance Art Director // Los Angeles, CA 5/2016 - Present
• Edelman, Citizen Relations, Rubin Postaer and Associates, Whole Foods Market, Loyal Kaspar.

Art Director // Camp Playa, Los Angeles, CA 8/2014 - 4/2016
• Concepted, designed and built an integrated media presence for Procter & Gamble's New York Tough campaign that included subway take-overs, taxi tops, digital and print billboards in Times Square, Madison Square Garden and Penn Station, as well as print, digital, social and newsprint.
• Created digital, mobile and social advertising for Children's Hospital Los Angeles' brand and the Live L.A. Give L.A. fundraising campaign.
• Art Directed social media for Caress on all social channels, including their sponsorship of the 2014 VMAs.

Sr. Designer // Situation Interactive, New York City, NY 7/2014 - 8/2014
• Designed and built desktop and mobile websites for Broadway productions like, TUTS Underground and LMNOP.

Designer // Omelet, Culver City, CA 1/2013 - 7/2014
• Art Directed for Omelet's *Wake Up: Quarterly Intelligence Report* (digital magazine).
• Brand development for Betsy's Best including package design, info one-sheeters, recipe cards, brochures, and all aspects of their farmers' market tents.
• Designed websites for AT&T's It Can Wait and A Better LA and made them responsive for mobile. After the redesign for AT&T, daily traffic to the microsite doubled.
• Conceptualized experiential executions for HBO's True Blood, Season 6.
• Built print ads for Moët & Chandon, AT&T and Whole Foods Market.

Digital Artist // TBWA\Chiat\Day, Los Angeles, CA 12/2008 - 1/2013
• Highly proficient in producing creative compositing through to print-ready imagery.
• Retouched on projects including Gatorade, Pepsi, Infiniti, Nissan, Visa, Grammy, Pedigree, Call of Duty and LA Times.
• Full understanding of color theory, newsprint compensations, and rendering of files while equipping them with interactive capabilities.

Production Coordinator // TBWA\Chiat\Day, Los Angeles, CA 12/2006 - 12/2008
• Acquired in-depth knowledge of prepress and production cycle. Fully conversant with print and imaging practices, with a solid understanding of litho, web, and digital print processes, and their limitations.
• Assisted on Pedigree, Pepsi and Nissan photoshoots.
• Managed and updated Arthaus website with current work from the department.

Account Planner // Publicis, Dallas, TX 1/2006 - 5/2006
• Updated weekly status reports for Curves' client meetings.
• Conducted comprehensive reports on fitness and weight management market research and presented competitive research analysis of the client's needs.

EDUCATION

Gnomon School of Visual Effects 2009 - 2010
3d with Maya, Texture Mapping and Maxon Bodypaint

The Book Shop 2008 - 2009
Art direction for fully integrated campaigns and concept development of big ideas.

Southern Methodist University 2002 - 2006
Bachelor of Arts in Advertising Management, Temerlin Advertising Institute
Minor in Studio Arts with a concentration in painting, Meadows School of the Arts

SMU in Italy, Orvieto (Umbria, Italy) 2005
SMU in New York Art Colloquium, New York City 2004