

MICHAEL DEL ROSARIO

CREATIVE DIRECTOR · MOTION DESIGN · CREATIVE TECHNOLOGY

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STATUS

AVAILABLE FOR WORK

NYC / Remote / In-Person
LOCATION

CREATIVE DIRECTION

Brand Strategy
Conceptual Development
Visual Identity Systems
Campaign Development
Creative Briefs
Stakeholder Presentations

MOTION & PRODUCTION

Motion Direction
After Effects
Title & Trailer Production
Rich Media / HTML5
Video Production

DIGITAL & TECHNOLOGY

Figma / Design Systems
UI / UX Direction
HTML5 / CSS
AI Integration
GEMINI · CLAUDE · CURSOR
OTT / CTV Platforms

LEADERSHIP

Team Mentorship
Cross-discipline Collab
Vendor Management
Creative Operations

TOOLS

Adobe Creative Suite
After Effects / Premiere
Figma
HTML5 / CSS / JS

EDUCATION

PROFILE

15+ years across agency, in-house, and production – directing brands, campaigns, and motion systems from concept through delivery. Comfortable leading a team or working hands-on. Has run high-volume studios, art directed global campaigns, and built creative systems for entertainment, streaming, and e-commerce. Fluent across brand strategy, motion design, digital advertising, and AI tooling. Presents confidently to senior stakeholders.

EXPERIENCE

JOHNSON LAW GROUP

09/2025 – 04/2026

CREATIVE DIRECTOR

New York, NY

- Served as sole senior creative authority – owned brand strategy, visual identity, and all creative output for a consumer-facing legal services brand.
- Managed a \$1M+ advertising budget, aligning creative direction with financial performance targets and market expansion goals.
- Presented strategic creative recommendations in executive reviews, securing alignment from senior leadership on brand and campaign direction.

STAPLES / QUILL

04/2023 – 09/2025

CREATIVE DIRECTOR / ASSOCIATE CREATIVE DIRECTOR

Lincolnshire, IL

- Built and led an internal creative agency of 6+ across design, motion, and production – defined brand voice, visual identity, and creative strategy across all digital channels.
- Directed the 'Rewarding Workplace' campaign end-to-end: research, concept, system build, and production. 36.3% email conversion rate; 385 BPS lift in returning customer conversion YoY.
- Built scalable design systems and AI-integrated production workflows, cutting landing page development time by 50%.

NEW ENGEN

07/2019 – 02/2023

ASSOCIATE CREATIVE DIRECTOR / SENIOR ART DIRECTOR

New York, NY

- Led creative at a Google Premier Partner agency managing \$1B+ in annual ad spend – art directed and produced campaigns for Google, Gillette, BET+, Speedo, Milk Bar, and others.
- Directed motion design and HTML5 banner programs, defining visual and motion standards that scaled across high-volume, multi-platform campaigns.
- Managed and mentored a motion design team; built a performance-data feedback loop that consistently exceeded client ROAS targets.

NEWHOUSE

06/2021 – 12/2021

DIRECTOR OF PRODUCTION

New York, NY

School of the Art Institute of Chicago

Visual Communication

Focus: Video, Art & Technology

RECOGNITION

Cannes Short List

The FWA

ADDY Silver

- Directed launch trailer for Hi-Yah! streaming - defined the motion language, pacing, and visual personality of the brand from the ground up.
 - Directed motion and social content for Discovery+ and major film releases; managed contractor teams across production, motion, and editorial.
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BRIGADE MARKETING

04/2014 - 06/2019

CREATIVE TECHNOLOGY LEAD / DEVELOPER

New York, NY

- Art directed and produced HTML5 ads, interactive takeovers, and social creative for Universal, Sony, Disney, Lionsgate, A24, Warner Bros., Paramount, and Fox.
 - Defined interaction and motion standards agency-wide; built asset management tools and workflows that scaled production operations.
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LEO BURNETT

07/2009 - 03/2014

CREATIVE TECHNOLOGIST / SENIOR MOTION DESIGNER

New York, NY

- Produced motion and digital advertising for P&G, Samsung, and Coca-Cola at one of the world's largest global agencies.
 - Cannes Short List, The FWA, ADDY Silver.
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NOTABLE CLIENTS

Google · Gillette · P&G · Samsung · Coca-Cola · Universal · Sony ·
Disney · A24 · Warner Bros. · Discovery+ · BET+ · Lionsgate ·
Paramount