Mikey del Rosario

Creative Director | Brand Systems, Creative Operations, AI-Assisted Workflows

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PROFILE

Creative director with 15+ years across agencies and in-house teams. At Quill, rebuilt the brand and the eight-person creative team behind it, moving the group from production support to a strategic partner and cutting production timelines by roughly half. Started in motion design and front-end development, which is why the systems I build are ones creative teams actually use.

SELECTED IMPACT

- Built Quill's internal creative organization from scratch and grew it into a strategic partner to marketing, merchandising, and executive leadership.
- Quill results: +385 BPS returning customer conversion, +33 BPS new customer conversion, 36.3% email conversion rate.
- Rebuilt Quill's production workflow around AI tools, cutting development timelines by roughly 50%.
- Helped grow Quill's social following from 5K to 26K.
- Shipped Sweepy NYC, a live iOS parking app, independently using AI tools with no prior Xcode experience.
- Repositioned Johnson Law Group from a mass tort firm to a consumer-facing personal injury brand while managing a $1M+ advertising budget.
- Owned entertainment campaign creative at Brigade Marketing for Universal, Disney, Sony, Warner Bros., and A24, including Get Out and Creed.

PROFESSIONAL EXPERIENCE

JOHNSON LAW GROUP | Creative Director 09/2025 – 04/2026

- Repositioned a mass tort firm as a consumer-facing personal injury brand: positioning, visual identity, voice, and campaign creative.
- Built the firm's original website in Webflow and helped design the current site before handing it off to developers; redesigned paid media.
- Created out-of-home billboard campaigns and TV commercials.
- Managed a $1M+ advertising budget and presented creative strategy directly to executive leadership.

STAPLES / QUILL | Creative Director | Associate Creative Director 04/2023 – 09/2025

- Built Quill's internal creative organization from scratch, growing it into a strategic partner across brand, digital, ecommerce, and email.
- Led and mentored a team of 8 designers and copywriters.
- Created the company's first brand voice framework and defined brand pillars, visual identity, photography direction, and a full packaging redesign.
- Rebuilt the production workflow around AI tools, cutting development timelines by roughly 50%.
- Developed The Rewarding Work Place campaign from customer interviews I conducted, concepting and storyboarding the spots and helping direct on set.
- Partnered with marketing, merchandising, analytics, and executive leadership to tie creative to business outcomes.
- Results: +385 BPS returning customer conversion, +33 BPS new customer conversion, 36.3% email conversion rate.

NEW ENGEN | Associate Creative Director | Senior Art Director 07/2019 – 06/2021 | 01/2022 – 02/2023

Selected clients: Google, BET+, Cat Person, Form Health, Booking.com, Speedo, TB12, Milk Bar, Sarah Flint, SKYN, Corkcicle

- Led creative strategy and art direction for performance marketing clients across paid social, video, and digital.
- Used performance data as an audience signal to inform Milk Bar's rebrand, working directly with brand founders.
- Built pitch creative that helped win accounts, including a Snapchat AR filter concept for Mondelez.
- Mentored 3 creatives and presented concepts and rationale directly to senior clients.

NEWHOUSE | Director of Production 06/2021 – 12/2021

- Built production systems and managed editors, designers, contractors, and production partners for streaming launches and branded content.
- Brought more than 20 Discovery+ programming brands under one content strategy and defined the motion language for the Hi-YAH! launch.

BRIGADE MARKETING | Creative Technology Lead 04/2014 – 06/2019

- Owned entertainment campaign creative from concept through production for Disney, Universal, Sony, Warner Bros., A24, Paramount, Lionsgate, and Fox.
- Built and managed in-house tools for presenting creative to clients under strict MPA security guidelines.
- Campaigns included Get Out, Creed, The Hate U Give, and Night School.

LEO BURNETT | Creative Technologist | Senior Motion Designer 07/2009 – 03/2014

- Developed integrated campaigns across TV, digital, social, and experiential for Coca-Cola, Samsung, Intel, P&G, Purina, and Allstate.
- Recognition: Cannes Shortlist, FWA, ADDY Silver.

SKILLS

Creative direction, brand systems and voice, creative operations, team building and mentorship, performance creative and testing, campaign development, executive and client presentations, motion design.

AI AND TOOLS

Anthropic Claude certifications. Daily practice with Claude, Cursor, Midjourney, Runway, and Firefly.

Figma, Adobe Creative Suite (After Effects, Premiere Pro, Photoshop, Illustrator, InDesign), Cinema 4D, Webflow, Airtable, Keynote.

Sweepy NYC: designed, built, and shipped a live iOS parking app on the App Store in about two weeks using AI tools.

EDUCATION

School of the Art Institute of Chicago | Visual Communication, Art & Technology