

Mikey del Rosario

Creative Director + Art Director + Creative Technologist

mikeydelrosario.com
emikey@gmail.com
773•610•6185
New York City

I am a hands-on Creative Director, Motion Designer and Developer with over 19 years of agency and brand experience. I have extensive knowledge in the conceiving, design and production of digital display ads, websites and social media content.

Work Experience

Quill - Creative Director

2023- Current, New York City

Director of creative for Quill's internal agency. Responsible for leading a 6+ team of full-time and contract creatives. Worked in partnership with marketing, promotions, sales and merchandising teams. Evolved the branding/brand voice, and various sale events and loyalty programs. Establish brand strategy and marketing campaigns and over saw the creation of several storytelling awareness campaign CTV video ads.

New Engen - Associate Creative Director

2019- 2023, New York City

Worked closely with brands to develop marketing strategy and creative for online channels. Responsible for executing design, motion, and HTML5 banner dev. Developed a deep understanding of performance marketing on social platforms and leveraged strategies to optimize creative through testing and iteration. Managed and trained motion designers.

New House - Director of Production

2021- 2022, New York City

Worked with the Chief Creative Officer and other department heads. Developed and standardize a process to allow an all remote creative team to function. I oversaw all creative projects and pitches and planned timelines and budgets. Lead creative team management, creative talent recruiting, art direction, scope and quality management, asset management and maintained all team messaging and management tools.

Brigade Marketing - Creative Technology Lead/Developer

2014 - 2019, New York City

Maintained Brigade's websites and created web tools for previewing, reviewing and presenting creative. Managed the creative team's workflow and collaborated closely with designers to advance their quality of work while keeping current with platform specs. Created company-wide naming convention to help organize large amounts of creative for campaigns and studios. As a developer, I conceptualized, designed and developed video heavy HTML5 ads, social media video, website takeovers, and websites for feature films.

Leo Burnett - Creative Technologist/Sr Motion Designer

2009 - 2014, Chicago

Worked on the Leo Burnett Interactive display team. Collaborated with multiple accounts to concept and create rich media campaigns, apps, videos, websites and prototypes. Communicated with ad-serving companies to create custom ad experiences. Researched new display ad technologies and platforms. Created tools and naming convention for asset storage and archiving. Worked with development team to design and create a dynamic preview tool to present work to clients and external teams with an admin-facing component used by team members and project managers.

Razorfish/Microsoft - Interface Designer

2006 - 2009, Chicago

Concepted, designed and developed sites, prototypes, videos and digital advertising for all Kraft and Post brands. Created and trained producer roles for display media development. Created and maintained flash games and HTML sites for "Postopia" (Flash game site for kids). Trained multiple team members in media production, optimization and delivery.

Education

The School of the Art Institute of Chicago

Focus in Visual Communications, New Media Design, Digital Video and Art & Tech.

Technical Experience

Design: Illustration and UI graphics • Pitch presentations • Concept sketches • Template design

Motion: Expert knowledge in AfterEffects and Mocha • Particles with AfterEffects and Particular • Motion design with HTML5 (CSS & JS) and AfterEffects • FinalCut and Premiere

Development: HTML5/CSS/JS • Functional knowledge in NodeJS, Yeoman, Gulp, and APIs • Functional knowledge with programming hardware with Arduino, Raspberry Pi and Teensy