Mikey del Rosario

Motion Designer + Art Director + Creative Technologist

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

I'm a designer with 19+ years of agency experience and an extensive background in motion design, social media, display ads and mobile apps. Collaborators have called me a "unicorn" because of my ability to dive into different roles when needed, adapting my vast skill set to any project.

Work Experience

New Engen – Associate Creative Director

2019– 2023, New York City

Worked closely with brands like BET+, Google Fiber, Lifestyles, Personalization Mall and Speedo 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 stategies to optimize creative through testing and iteration. Managed and trained motion designers. Collaborated with teammembers to create effective pitches.

New House – Director of Production

2021– 2022, New York City

Senior management level position. I was the main liaison between the Chief Creative Officer and other department heads. Worked with the account team to develop and standardize a process to allow an all remote creative team to function. I worked directly with clients like Universal, HiYah, and Discovery+ and oversaw all creative projects and pitches and planned timelines and budgets. My responsibilities include 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

Worked closely with CEO and Creative Director on creative content for over 25 accounts valued at $5M annually. Art directed and created motion design for Social Media, Websites, and HTML5 Rich media banners.

Consulted with the Operations Manager to upgrade technical requirements to meet security protocols of the top clients, including Disney and Universal, to guard their intellectual property.

Designed and built modern websites and backend tools enabling customer movie ticket purchases, CMS builds, and other custom user experiences.

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.

Leo Burnett – Creative Technologist/Sr Motion Designer

2009 – 2014, Chicago

Worked on the Leo Burnett Interactive display team. Collaborated with multiple accounts (Kellogs, P&G, Nexium, Invesco and Allstate) to concept and create rich media campaigns, apps, videos, websites and prototypes. Communicated with ad-serving companies to create custom ad experiences which required collaboration with multiple remote teams and companies. 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 Premeire • Intermediate sound design

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

Ad Tech: Expert knowledge in Google's DoubleClick and AdWords • Expert knowledge with standard and rich media development technologies • Extensive experience with concepting and executing full page takeovers • Experince with creating and delivering video ads for Hulu, YouTube, Amazon and other CTV platforms