

Mikey del Rosario

Art Director + Motion Designer + Creative Technologist

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New York City

I am a hands-on Art Director, Motion Designer and Developer with over 16 years of agency experience. I have extensive knowledge in the conceptualing, design and production of digital display ads, websites and social media content.

Work Experience

New Engen - Principal Art Director

2019- Current, New York City

Worked closely with Brands to develop marketing strategy and creative for various online channels. Responsible for executing design, motion, and html5 banner dev. Developed a deep understanding of marketing on social platforms and leveraged strategies to optimize creative through testing and iteration.

Brigade Marketing - Creative Technology Lead/Developer

2014 - 2019, New York City

Maintained Brigade's websites and created 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 many campaigns and studios.

In my previous role as developer, I conceptual, designed and developed video heavy HTML5 ads, social media video, website takeovers, and websites for feature films. Created HTML5 workflow with Yeoman, Nodejs, and GULP to create dynamic templates based on the common ad specs speed up development for use with multiple vendors. Implimented complex tracking and dynamic ads.

Leo Burnett - Creative Technologist/Sr Motion Designer

2009 - 2014, Chicago

I worked on the Leo Burnett Interactive display team where I collaborated with multiple brand teams to concept and create rich media campaigns, apps, videos, websites and prototypes. I worked closely with ad-serving companies to create unique experiences which required collaboration with multiple remote teams and companies. I 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

I conceptual, 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: Rotoscoping in AfterEffects and Mocha • Particles with AfterEffects and Particular • Motion design with HTML5 (CSS & Greensock) and AfterEffects • Editing with FinalCut and Premeire

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

Collaboration: Design critiques • Facilitating naming conventions that address mulitple team's needs