

Michael del Rosario

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Professional Summary Creative Director with 10+ years driving brand development and digital campaigns. I lead cross-functional teams to build marketing strategies that blend compelling storytelling with high-performing results across both agency and in-house environments.

Core Skills

- **Leadership & Strategy:** Creative Direction, Branding, Team Building, Client Management, Mentorship.
- **Creative:** Art Direction, Brand Voice, Visual Communication, Cross-Functional Collaboration.
- **Technical:** HTML5 Development, Motion Design, Video Production, UI Design, Design Systems.

Professional Experience

Johnson Law Group | Creative Director | New York, NY | 09/2025 – Present

- Led a brand unification strategy, integrating a new personal injury division with the firm's established mass tort heritage.
- Refined brand messaging to balance legal authority with everyday human approachability.
- Directed multi-channel TV, OOH billboards and digital advertising campaigns to drive market expansion.

Staples / Quill | Creative Director / Associate Creative Director | Lincolnshire, IL | 04/2023 – 09/2025

- Directed an internal creative agency of 6+ team members, significantly elevating output, efficiency, and brand voice.
- Unified marketing and sales through cohesive storytelling and engaging loyalty programs.
- Revamped the email creation process and web elements, slashing landing page development time by 50%.

New Engen | Associate Creative Director / Senior Art Director | New York, NY |

07/2019 – 02/2023

- Led creative campaigns for top-tier brands including Google, Gillette, Speedo, and Milk Bar.
- Directed motion design and HTML5 production for optimal cross-platform performance.
- Launched an emerging tech team focused on AR, gaming, and custom video effects.
- Mentored a team of motion designers, raising quality benchmarks and social engagement.

Newhouse | Director of Production | New York, NY | 06/2021 – 12/2021

- Managed creative talent and pitches for Universal and Discovery+ projects.
- Oversaw project timelines and budgets while implementing new team communication systems.

Brigade Marketing | Creative Technology Lead / Developer | New York, NY | 04/2014 – 06/2019

- Produced dynamic HTML5 campaigns for major entertainment clients including Universal, Sony, Disney, and A24.
- Built centralized asset management tools and workflows to streamline creative operations.

Leo Burnett | Creative Technologist / Senior Motion Designer | New York, NY | 07/2009 – 03/2014

- Delivered high-engagement rich media and motion design projects for P&G, Intel, Samsung, and Coca-Cola.
- Developed immersive digital experiences and internal tools to boost team efficiency.

Education School of the Art Institute of Chicago | Visual Communication

- Focus: Video, Art, and Technology | Chicago, IL