



## Michelle Nam

Creative Director  
& Creative Problem-Solver  
& Aspiring Polymath

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## Skills

- Art Direction & Styling
- Brand Strategy & Identity
- Content Creation & Strategy
- Photo & Video Production
- UI/UX Design Management
- Social Media Marketing
- Email Marketing
- Product Marketing
- B2C & B2B Experience
- English (Native Fluent), Korean (Fluent), Spanish (Int), Mandarin (Int)

## Education

2008-2011 — PASADENA, CA  
BFA Advertising  
@ Art Center College of Design

2011 — FONTAINEBLEAU, FRANCE  
MBA Exchange Program  
@ INSEAD Business School

2002-2006 — LOS ANGELES, CA  
Business Administration  
@ USC  
Marshall Student Government  
Delta Delta Delta  
Ski & Snowboard Team

## Work Experience

2021-2022 — REMOTE/IRVINE, CA

### Freelance Creative Director @ ELAI

Led the Thermador creative team of designers, copywriters, and video editors.

2019-2020 — SAN FRANCISCO, CA

### Global Creative Lead - Digital @ KeepTruckin (Google Ventures Co.)

Assisted in building out the KeepTruckin brand (B2B SaaS start-up), refining the look, feel, and tone across all digital consumer touchpoints (website, social, photography, video). Helped design a holistic creative framework including brand architecture & strategy, design system, visual & copy style guide and video & photography approach, and content strategy, establishing creative consistency and elevating the user experience.

2018-2019 — PALO ALTO, CA

### Global Associate Creative Director -

### Digital Experience & Marketing Innovation @ HP, Inc.

Led a team of UI/UX designers and copywriters for HP.com. Projects directly contributed to an 88% increase in sales on HP.com by redesigning the end-to-end user experience: evolving the look, feel, tone, ux, content strategy and brand/product storytelling. Supported CD in building the team, streamlining operations, and establishing a new global project workflow. Worked closely with stakeholders to create an efficient cross-functional team.

2017-2018 — LOS ANGELES, CA

### Associate Creative Director @ Accenture Interactive (fka MXM)

Led a 10-person team of art directors, designers, copywriters, and editors for Allergan, one of the agency's largest revenue generating clients. Supported CD in rebuilding the department and maintaining strong senior client relationships, along with working on winning new business pitches. Clients: Allergan, Hulu

2016-2017 — LOS ANGELES, CA

### Freelance Art Director @ Razorfish (FKA Rosetta)

Worked on carrying out the strategic vision for Samsung including assets for Samsung.com, social, mobile, email, retail, video, B2B, and branded content.

2014-2016 — LOS ANGELES, CA

### Art Director @ Caruso

Set the creative strategy for the Caruso brand and its portfolio of properties. Developed, styled, and art directed 360 integrated ad campaigns from conception to production - photo, video, digital, and social media content. Partnered with countless brands for campaigns and marketing plans.

2012-2014 — LOS ANGELES, CA

### Art Director @ Golin

Helped gain billions of impressions and boost revenue 80% by working on reinventing traditional PR pitches into integrated campaigns across earned and owned channels. Clients: Toyota, Farmer John, Nestle, Nintendo, Cisco

## More Experience

Clorox @ FCB, Neutrogena @ Deep Focus, Kashi @ Amazon Advertising

## Recognition

AIGA  
OC Gold Award Recipient

Intl Centre for  
Entrepreneurship  
Business Venture Semifinalist