



Michelle Nam

Creative director
Creative problem-solver
Aspiring polymath

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SPECIALTIES

- Art direction & styling
- Brand strategy & visual identity
- Creative strategy & design thinking
- Photo & video pre/post production
- UI/UX design & management
- Social media & content creation
- Product/email marketing
- B2C/B2B/CPG/luxury experience
- English (Native Fluent), Korean (Fluent), Spanish (Int), Mandarin (In-progress)

EDUCATION

PASADENA, CA
AI/ML Certificate
@ Caltech

PASADENA, CA
BFA Advertising
@ Art Center College of Design

FONTAINEBLEAU, FRANCE
MBA Exchange Program
@ INSEAD Business School

LOS ANGELES, CA
Business Administration
@ USC
Marshall Business Student Govt
Delta Delta Delta
Ski & Snowboard Team

WORK EXPERIENCE

2022-CURRENT _____ REMOTE/SAN FRANCISCO, CA
Freelance Creative Director - Art Director/Designer

Working on 360 campaigns, video and photo shoot creative direction (pre & post-production), sales enablement tools and strategy, content strategy, email marketing campaigns, pitches, brand identity & development, and lots of decks. Clients: Clorox, Neutrogena, US Cellular, Crime Junkie - Audiochuck, Brightspeed, Impact Mentorship

Creative Director @ Unlock Her Potential _____ REMOTE
Providing creative direction for an organization providing mentorship for WOC

2021-2022 _____
Creative Director @ ELA1 _____ REMOTE/IRVINE, CA

Led the Thermador creative team of art directors, designers, copywriters, and video editors to carry out the brand needs - from brand videos to showroom art to website development and photo shoots.

2019-2020 _____ SAN FRANCISCO, CA
Global Creative Lead - Digital @ Motive (fka KeepTruckin)

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
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.

RECOGNITION

AIGA OC Gold Award Recipient
Intl Centre for Entrepreneurship Business Venture Semifinalist