

MIKEY DEL ROSARIO

Creative Director | Brand Systems, Creative Operations & AI-Assisted Workflows
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PROFILE

Creative Director focused on brand systems, creative operations, digital experiences, and team leadership.

Helps organizations turn complex products, services, and customer needs into clear creative systems that improve consistency, speed, and business impact. Background spans consumer products, entertainment, healthcare, technology, performance marketing, and AI-assisted workflows.

CORE EXPERTISE

Creative Direction • Brand Systems • Creative Operations • Visual Identity • Digital Experience Design • Team Leadership • AI-Assisted Workflows • Performance Marketing • Audience Insights • Brand Strategy • Campaign Development • Social Content • Motion Design • Creative Technology • Executive Presentations • Production Leadership

PROFESSIONAL EXPERIENCE

JOHNSON LAW GROUP | Creative Director | 09/2025 – 04/2026

- Led a full-scale brand transformation, repositioning the firm from a behind-the-scenes mass tort practice into a consumer-facing personal injury brand.
- Defined brand positioning, messaging architecture, visual identity systems, photography direction, typography, and creative standards.
- Directed redesign of the company website, conversion-focused landing pages, paid media, content, and customer-facing digital experiences.
- Managed a \$1M+ advertising budget and presented strategic recommendations directly to executive leadership.
- Led a team of 2 creatives and external partners while establishing clearer creative processes and scalable standards.

STAPLES / QUILL | Creative Director | Associate Creative Director | 04/2023 – 09/2025

- Transformed an internal creative organization from a production-focused service group into a strategic creative partner supporting marketing, merchandising, sales, analytics, and executive leadership.
- Managed and mentored a team of 8 designers, copywriters, and creative specialists across brand, content, email, web, sales support, and customer experience channels.
- Built scalable creative systems, workflows, governance frameworks, brand standards, and the company's first scalable brand voice framework.
- Implemented AI-assisted workflows that reduced development timelines by approximately 50% while improving consistency and output quality.
- Delivered measurable business impact, including +385 BPS returning customer conversion, +33 BPS new customer conversion, and a 36.3% email conversion rate.

Featured Initiative: Every Order Tells A Story

- Created a customer storytelling platform highlighting entrepreneurs and small businesses using Quill's Net 30 program to establish business credit and grow.

NEW ENGEN | Associate Creative Director | Senior Art Director | 07/2019 – 06/2021, 01/2022 – 02/2023

- Led creative strategy and development across digital, social, content, video, performance marketing, and customer experience channels for clients including Google, BET+, Cat Person, Form Health, Booking.com, Speedo, TB12, Milk Bar, Corkcicle, and SKYN.
- Managed and mentored a team of 3 creatives while partnering with media, strategy, analytics, account, and production teams.
- Presented creative concepts and strategic rationale to clients and stakeholders, using performance feedback and audience insights to refine creative direction.

Selected Work

- Cat Person: Audience research revealed customers prioritized ingredient quality and transparency over premium lifestyle imagery, informing a revised creative strategy focused on trust and product education.
- Form Health: Supported creative initiatives for a telehealth company focused on medical weight loss and behavior change.
- BET+: Developed social-first content strategies rooted in culture, community, creators, and audience engagement.

NEWHOUSE | Director of Production | 06/2021 – 12/2021

- Built production systems supporting streaming launches, branded content, and original digital series.
- Managed contractors, editors, designers, motion specialists, and production partners across distributed teams.
- Led production operations for the launch of the Hi-YAH! streaming platform and created scalable workflows for high-volume content delivery.

BRIGADE MARKETING | Creative Technology Lead | 04/2014 – 06/2019

- Developed digital campaigns, creative technology initiatives, and audience engagement experiences for Disney, Universal, Sony Pictures, Warner Bros., Paramount, Lionsgate, Fox, and A24.
- Collaborated with designers, developers, editors, motion teams, producers, and strategists to translate cultural insight and audience behavior into campaign experiences.
- Helped shape audience-focused creative strategies for major entertainment campaigns, including Get Out, balancing mainstream appeal with culturally resonant storytelling.

LEO BURNETT | Creative Technologist / Senior Motion Designer | 07/2009 – 03/2014

- Created integrated campaigns, motion systems, digital experiences, and production-ready creative for Coca-Cola, Samsung, Intel, P&G, Purina, and Allstate.
- Partnered with art directors, copywriters, producers, editors, developers, and production teams to translate campaign ideas into polished visual executions.
- Recognition includes Cannes Shortlist, FWA, and ADDY Silver.

EARLIER EXPERIENCE

Earlier roles included interface design, interactive campaign development, creative technology, and digital product work for agencies including Razorfish and Oncall Interactive.

SELECTED AI & CREATIVE TECHNOLOGY WORK

- Integrated ChatGPT, Claude, Midjourney, Runway, Adobe Firefly, and Cursor into creative workflows for research, concepting, visual exploration, copy variants, production planning, documentation, and speed-to-market improvements.

- Built Sweepy, an AI-assisted NYC parking app concept, exploring product flows, interface logic, naming, messaging, and practical AI-assisted development workflows.

TOOLS

Figma • Adobe Creative Suite • Photoshop • Illustrator • InDesign • After Effects • Premiere Pro • Cinema 4D • Keynote • PowerPoint • ChatGPT • Claude • Midjourney • Runway • Adobe Firefly • Cursor

EDUCATION

School of the Art Institute of Chicago | Visual Communication, Art & Technology