

Michele R Cilione

Art Director and Branding Experience Designer

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michelercilione.com

Experience

Publicis Groupe

Senior Art Director - Contract | Sept 2024 – June 2025

Client: Pfizer, Talzena HCP

- Design and maintain the brand's website, ensuring consistent and engaging user experiences through regular updates and enhancements.
- Conceptualize and implement new brand standards, fostering a cohesive visual identity across various platforms and materials.

Brand Design and Strategy, Information Design, Presentation Design, Web Design

FCB Health

Art Director | April 2023 – June 2024

Client: Pfizer, Comirnaty DTC

- Managed multiple projects simultaneously in a fast-paced environment, meeting tight deadlines while maintaining a high level of quality and attention to detail.
- Ideated and developed persuasive pitch-decks, storyboards, and illustration libraries to clients and stakeholders, effectively communicating design concepts, strategies, and campaign ideas.

Brand Design and Strategy, Competitive Analyses, Presentation Design

Johnson & Johnson, J&J Design

Junior Branding Designer | June 2022 – April 2023

Branding Design Summer Professional | June 2021 – Aug 2021

Client: ACUVUE, ETHICON and DePuy Synthes

- Created animated and still sustainability social media campaigns for the J&J MedTech portfolios that were strategic in scope from competitive brand analysis to final design. This resulted in a deeper connection between environmental goals and their online presence.
- Designed patient journey maps for internal J&J use and ETHICON, allowing providers to produce a seamless patient journey and patients gained a deeper knowledge of their treatment.

Brand Design and Strategy, Social Media Design, Motion Design, Information Design

August Jackson, Design Agency

Graphic Design Intern | Aug 2021 – Dec 2021

Client: HUMIRA, RINVOQ and SKYRIZI

- Designed and merged 50- to 300- page informational pamphlets, resource guides and directories
- Created conference presentations in PowerPoint for on-site editing and use, streamlining the communication between presenters and designers.

Information Design, Presentation Design, Print Assets

Education

School of the Art Institute of Chicago (SAIC)

Bachelors of Fine Arts | Aug 2018 – May 2022

- Student Leadership Silver Award
- Honors School Scholarship
- Merit Scholarship

Skills

Brand Design and Strategy
Competitive Analyses
Icon Design
Information Design
Logo Design
Motion Design
Presentation Design
Social Media Design
Web Design

Tools

AfterEffects
Figma
Illustrator
InDesign
Microsoft Office
Mural
Photoshop
XD

Activities

Johnson & Johnson, ASIA ERG

Board Member | June 2022 – Jan 2023

- Board member for JnJ's ASIA ERG, an organization that elevates Asian Talent through leadership exposure, a shared internal and external professional network and development opportunities.
- Designed graphic materials, took part in board meetings and was an active member in the planning of social events.

SAIC American Institute of Graphic Arts (AIGA)

Social Media Leader | Dec 2021 – May 2022

Art Director | Dec 2019 – Feb 2020

- Managed SAIC's most influential student club Instagram and Behance page.
- Led a team of seven young designers by holding weekly meetings, training, and offering design feedback.
- Developed, implemented and managed social media strategy. Through social media outreach, increased in-person meeting attendance by 220%.