

# Michele R Cilione

Art Director and Branding Experience Designer

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[michelercilione.com](http://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

### School of Visual Arts (SVA)

Masters in Branding | Sept 2025 – Current

## 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%.