

Michele R Cilione

Art Director and Brand Strategist

michelercilione@gmail.com

michelercilione.com

Experience

Publicis Groupe

Senior Art Director - Contract | Sept 2024 – Jun 2025

Client: Pfizer, Talzenna HCP

- Led cross-functional brand initiatives for Pfizer's Talzenna HCP platform, aligning creative, digital, regulatory, and business teams to deliver cohesive brand experiences.
- Built scalable brand systems that improved consistency across web experiences and marketing touchpoints while reducing production complexity.
- Partnered with strategists, developers, and account leadership to translate brand strategy into execution-ready roadmaps that supported product launches.

FCB Health

Art Director | Apr 2023 – Jun 2024

Client: Pfizer, Comirnaty DTC

- Created research-driven executive presentations that helped translate market insights into strategic recommendations for senior client leadership.
- Synthesized complex medical, competitive, and audience research into clear narratives that enabled faster decision-making across multidisciplinary teams.

Johnson & Johnson, J&J Design

Junior Branding Designer | Jun 2022 – Mar 2023

Branding Design Summer Professional | Jun 2021 – Aug 2021

Clients: ACUVUE, ETHICON, and DePuy Synthes

- Conducted competitive and market research that informed sustainability positioning across multiple J&J MedTech brands.
- Translated complex sustainability initiatives into accessible brand stories across digital and corporate communications.
- Collaborated with brand, strategy, regulatory, and design teams to deliver integrated communications aligned with enterprise objectives.

August Jackson, Design Agency

Graphic Design Intern | Aug 2021 – Dec 2021

Clients: HUMIRA, RINVOQ, and SKYRIZI

- Designed large-scale educational resources and conference materials that improved information accessibility for healthcare audiences.
- Developed presentation systems that streamlined collaboration between presenters and designers during live events.

Education

School of Visual Arts (SVA)

Master's in Branding | Sept 2025 – Jul 2026

- Brand Master Award
- PepsiCo Brand Challenge Winner

School of the Art Institute of Chicago (SAIC)

Bachelor of Fine Arts | Aug 2018 – May 2022

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

Skills

Accessibility Design
Brand Design and Strategy
Competitive Analysis
Information Architecture
Motion Design
Presentation Design
Social Media Design
UX Design
Wireframing & Prototyping

Tools

AfterEffects
Figma
Illustrator
InDesign
Microsoft Office
Mural
Photoshop
XD

Activities

Johnson & Johnson, ASIA ERG

Board Member | Jun 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.

SAIC American Institute of Graphic Arts (AIGA)

Social Media Leader | Dec 2021 – May 2022

Art Director | Dec 2019 – Feb 2020

- 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%.