

# LORI McMICHAEL

MULTIDISCIPLINARY CREATIVE / ART DIRECTOR

## Freelance Creative, 2013-Present

Sid Lee  
Mother NY  
R/GA, New York & Chicago  
Remember, I Love You  
McCann NY  
Yard, NYC  
Vice  
Annex 88  
Chandelier  
Free The Work  
Anomaly, New York  
Equality Equation  
Big Spaceship  
Mekanism  
360i  
Mullen Lowe  
BBH, New York  
Mustache Agency NYC  
Spectrum Boutique & Journal  
co:collective  
CUBOCC  
Grow

## Full Time

72andSunny LA, Art Director, 2010 - 2013  
TBWA\Chiat\Day LA, Art Director, 2008 - 2010  
72andSunny LA, Art Director Intern/Freelance, 2007 - 2008  
Spillman:Hahs, Interactive Designer, 2004 - 2005  
Natural Journeys, Package Designer, 2003 - 2004

## Education

BFA, Art Center College of Design  
Advertising Design, August 2008

BA, UCLA  
Design | Media Arts, June 2003

Rhode Island School of Design  
Illustration, 1999-2000

## Clients Include

Pepsi, YouTube, Google, Samsung, Target Beauty, Target Seasonal, Autograph Collection Hotels, Apple, Bubly, Gatorade, Core Water, Dos Equis, Olly, Remy Martin, Getty Museum, Spectrum Boutique, Converse, Adidas Originals, Aveda, Ulta Beauty, Verdúu Perfumes, Nexxus, Bioré, WXYZ Jewelry, Hypebae, Odda Magazine, K-Swiss, Victoria's Secret PINK, We The Urban, Old Navy, Quiksilver, Caitlyn Jenner Foundation, Abigail Lewis, James Allen Jewelry, Andara, Print All Over Me

## Work Skills Include

Concepting, Collaborating, Design, Layout, Branding & Identity, Painting, Drawing, Pitching, Presentation, Production, Photography, Retouching, Web Design and Buildout, Package Design, Social Media Content Creation and Management, Storyboarding, Set Design, Food Styling, Animating, Online Publishing

Adobe Suite, Figma, Sketch, Procreate, Shopify, Squarespace, Cargo, Keynote, Wordpress, Microsoft and Google Suites

## Language Skills

Intermediate Spanish, A bit of French

## Interests Include

Art, Design, Food, Fashion, Beauty, Travel, Music, Outdoors, Cycling, Surfing, Social Media, Sex Education, LGBTQIA+ Activism, Criterion, Karaoke, Quilting, Cats

## Awards

D&AD Yellow Pencil, Design Category, 2010  
Creativity Pick Of The Day, 2010  
Creative Review Pick of the Year, 2011  
Creativity Online #9 Best Campaign of 2011  
Mashable Most Memorable Ads of the Year, 2012  
Gold One Show Pencil - Online Web Series, 2012  
Silver Art Director's Award - Integrated Campaign, 2012  
Silver International Andy Award - Online Web Series, 2012  
Effie Bronze Award, 2014

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