

Mikey del Rosario

Creative Director + Art Director + Creative Technologist

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New York City

A multidisciplinary creative with a passion for crafting smart, thoughtful, and engaging experiences for purpose-driven brands.

Work Experience

Quill – Creative Director/Associate Creative Director

2023 – Current, New York City

Led Quill's internal agency, overseeing a team of 6+ full-time and contract creatives. Spearheaded brand evolution, defining voice, strategy, and marketing campaigns. Developed high-impact sales events and loyalty programs to drive engagement. Directed narrative-driven awareness campaigns, ensuring alignment across marketing, sales, and merchandising teams for cohesive brand storytelling.

New Engen – Associate Creative Director/Sr Motion Designer/Sr AD

2019 – 2023, New York City

Collaborated with brands including BET+, SKYN, Yankee Candle, Milk Bar, Speedo, Corkcicle, Google, and Gillette to craft compelling marketing strategies and creative content for digital platforms. Led motion design, HTML5 banner development, and performance-driven creative testing. Managed and mentored a team of motion designers, elevating creative standards and optimizing content for social engagement.

Newhouse – Director of Production

2021 – 2022, New York City

Established workflows and processes for an all-remote creative team in partnership with the Chief Creative Officer. Oversaw all creative projects and pitches, managing timelines, budgets, and team operations. Led recruitment, art direction, and quality control, ensuring brand alignment for clients such as Universal, Discovery+ and Hi-YAH. Maintained team messaging and management tools to enhance efficiency and collaboration.

Brigade Marketing – Creative Technology Lead/Developer

2014 – 2019, New York City

Managed creative team workflows, enhancing design quality while ensuring we met strict MPAA compliance. Maintained Brigade's websites and developed web tools for showcasing creative assets. Designed and built video-heavy HTML5 ads, social media content, and website take-overs for major entertainment clients, including Universal, Sony Pictures, Disney, Lionsgate, A24, Warner Bros., Paramount, Fox, Focus, and Searchlight. Implemented company-wide asset management systems for optimized creative organization.

Leo Burnett – Creative Technologist/Sr Motion Designer

2009 – 2014, Chicago

Key contributor to Leo Burnett's Interactive Display team, collaborating with account leads to develop rich media campaigns, apps, videos, websites, and prototypes. Engineered custom ad experiences in partnership with ad-serving platforms. Created internal tools for efficient asset storage and dynamic presentations. Worked with clients including P&G, Intel, Samsung, Allstate, ProPlan, Coca-Cola, and Invesco.

Education

The School of the Art Institute of Chicago

Focus in Visual Communications, New Media Design, Digital Video and Art & Tech.

Skills

Creative Direction
Motion Design
Video production
HTML5 Development
UI Design
Design Systems
Brand Voice
Creative Team Leadership
Team Building & Mentorship
Client Partnerships
Cross-Discipline Collaboration
Hands-on Execution