

MICHAELA MUCHA

Art Director

CONTACT

www.muchaela.design

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AT A GLANCE

Award-winning and multidisciplinary-skilled with 10+ YOE in design, specializing in branding & advertising. Member of founding team that launched Disney+ in 2019, and has served on the AIGA NY Board of Directors. Awarded in the Int'l Adobe Design Awards, the Promax Awards, and the major global Clio Awards. Design nerd at heart.

Select partners/clients: Disney · Marvel · ABC Pixar · ESPN · TikTok Starbucks · Subway Biden for President

PROFESSIONAL EXPERIENCE

Disney Streaming (Disney+) · Design Manager

Jan 2022 – Present · Glendale, CA

As design lead on the Global Brand & Creative Marketing team, leads the ideation, design, finishing, art direction, & execution of disruptive creative marketing campaigns & materials for Disney+ & Disney Bundle. Collaborates crossfunctionally and provides a strong creative POV. Projects include: award-winning OOH & digital campaigns, logos, style guides, design systems, in-service art, event materials, etc. Also acts as global design gatekeeper of the Disney+ & Disney Bundle brands and ensures all creative materials developed enterprise-wide, globally, are consistent with brand guidelines, providing critique & approvals.

The Walt Disney Studios · Creative Advertising Manager

Jun 2019 – Jan 2022 · Burbank, CA

Co-lead the art direction, creative direction, design, finishing, and production of award-winning advertising campaign creative for theatrical and streaming movies and series, working directly with filmmakers, executives, XFN teams, and creative agencies on producing: key art, Disney+ display art suites, logos, OOH materials, and more. Designed album cover art for Liam Payne's "Sunshine" single. Exceeded in extremely fast-paced, high-volume environment and creatively managed 10-15 global projects daily from conception to execution, concurrently monitoring progress against schedules & budgets. Aided in the creative strategy for Disney's first-ever theatrical/streaming dual release, "Raya and the Last Dragon". Promoted from Coordinator 9/21.

Muchaela · Freelance Design Lead & Art Director

Jan 2019 – Present · Remote

Leads design for a multitude of social, brand, & web projects for clientele. Researches latest trends to ideate & develop cutting-edge creative.

The Walt Disney Company · Graphic Design Associate

Jan 2019 – Jun 2019 · Burbank, CA

Lead as Corporate team's only designer, providing on-trend designs for global, enterprise-wide strategic campaigns reaching over 200k employees. Worked directly with ESPN, ABC, Pixar, Marvel, & National Geographic on innovative communication strategies tailored to each brand and region. Lead as a representative for Disney intern program.

Walt Disney World · Graphic Design Intern

Jun 2018 – Jan 2019 · Orlando, FL

Self-managed numerous graphic design, web design, and video edit projects simultaneously. Spearheaded design revamp of internal websites on Wordpress, increasing page views by 260% on average. Designed user-friendly editable department-branded templates in Word & PowerPoint, effectively establishing a recognizable department brand.

The Brand Girls · Design Director

Nov 2016 – Jan 2019 · Remote

Collaborated with CEO on all digital design initiatives. Built entirety of company website as well as designed two 20+ page workbooks and 40+ social graphics/print materials, increasing new-client inquiries.

Come Out With Pride Orlando · Graphic Designer

Aug 2018 – Sep 2018 · Orlando, FL

Worked independently and on a team on branded email marketing layouts and event logo, correlating to email click-through rate increase.

High Point University · Graphic Designer

Mar 2016 – Aug 2017 · High Point, NC

Partnered with university's Quality Enhancement Plan director and designed 30+ digital and print signages for campus and a 40+ page text-heavy guidebook with data visualization and skillful layout.

ACCOLADES

Promax Gold Award Winner

2023 · Promax Awards

Clio Silver Award Winner

2021 · Clio Entertainment Awards

Semifinalist

Int'l Adobe Design Achievement Awards

AIGA Board of Directors

2023 · New York, NY

AIGA Conference Design Team

2023 · AIGA Design Conference

AIGA President

2018 · High Point, NC

Disney+ Launch Team

2019 · The Walt Disney Company

Top 10 Under 10 Young Alumni

2023 · High Point University

SKILLS

Creative: Graphic Design · Branding Art Direction · Creative Direction Illustration · Typography · Logo Design Photo Retouching & Compositing UI Design · Web Design · Video Editing Photography · Motion Design · Layout Presentation Design · Copywriting

Tools/Software: Adobe Creative Suite (Photoshop · Illustrator · After Effects Premiere Pro · Lightroom · InDesign Dreamweaver) · Figma · HTML & CSS Sketch · Blender · Google Suite

EDUCATION

Advanced Branding

Useful School

2022 · Continuing Education

Entertainment Graphic Design

Univ of Calif, Los Angeles (UCLA)

2021 · Continuing Education

Bachelor of Arts, Graphic Design

High Point University

High Point, NC

Minors: Computer Science & Communications Honors: Presidential Scholar · Dean's List Kappa Pi (art) · Alpha Lambda Delta (academic) Student of the Year x3 · Class President