

MICHELLE COLLINS

CONTACT

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

B.S. Advertising

Texas Creative Sequence

McCombs School of Business Minor

- Specialized in Creative Advertising
- Notable courses: Art Director Seminar, Integrated Comm Campaigns, Integrated Comm Management
- Delta Delta Delta Alumnus

SKILLS

Adobe Creative Suite / Procreate
Illustration & Animation/ Concepting /
Branding / Social Media / Production
Design / Photography / Video / Public
Speaking / Pitching

HOBBIES

Fashion / Travel / Reading / Pottery /
Baking Cakes / Swimming / Petting Dogs

EXPERIENCE

THIRD EAR

Art Director | March 2022 - Present

- Concepted/Art Directed/Produced/Pitched content across mediums for clients including (but not limited to): Nissan, Infiniti, Snickers, Visit Austin and Victoria Beer.
- Created work not only for General Market, but various Multicultural audiences.
 - Leading art director on a variety of productions over the course of 3 years.
 - Concepted and Art Directed for the agency's social media.

FREELANCE ART DIRECTOR

May 2021-Present

Creating a range of custom work for clients with a focus on branding identities, logo design and social media.

SPARK MAGAZINE

Layout Designer | Sep 2020 - May 2021

Collaborated with teams of creatives to concept photoshoots, styling and design.
Translated stories and assets into layouts for Issues 15 & 16 of magazine.

TEXAS CREATIVE

Student Art Director | Aug 2019 - May 2020

Accepted into the renowned Texas Creative Portfolio Sequence, consisting of roughly 120 students.
Created campaigns alongside partners with the guidance of industry professionals.