

# Michelle Rock

## AT A GLANCE

- Leading the brand design team at a global B2B media company
- Team management, UI/UX design, brand strategy, visual design systems, internal tools, project management
- Volunteer Mentor for Richmond Ad Club
- Winner of FOLIO's Art Director of the Year

## SENIOR DIRECTOR, BRAND & MARKETING DESIGN

Industry Dive (10/2018 – present)  
Promotions – Design Dir. (2020-21), Creative Dir. (2018-20).

- **Manager** of a distributed design team of visual designers, art directors and design operation managers. Passionate about mentorship, coaching, motivating impact toward business objectives. Reports directly to VP of Design.
- Leading the **web development** and **brand design** of Industry Dive web properties, including IndustryDive.com and sub brands.
  - Improved user experience, branding, product design best practices and scalability.
  - Rebuilt UI/UX in a migration to Webflow, created new content to achieve interdepartmental goals, including driving sales and recruiting talent.
- **First-ever Creative Director** for ID's brand studio / content marketing agency. Captured \$8.1 million of client revenue in one year.
- **Developed an internal application** for generating on-brand graphics, empowering other teams to create on-brand assets for marketing, sales and operations.
  - Ensures **brand consistency** and **reduces production time** by saving the design team from tedious production tasks.
- **Scaled operations** by recruiting and hiring, building our freelance network, vetting contractors, managing budget.
- Developed the **visual design system** for Industry Dive and its brand studio, plus 4 properties acquired as sub brands.

## LEAD GRAPHIC DESIGNER

National Park Foundation  
(11/2016 – 10/2018)

- Driving fundraising – Worked directly with the Sr. Dir. of Brand Development on marketing design – digital and print, logo licensing, email newsletters, apparel, video.
- Event production – Video shoots for Attn: and live broadcasts for the Hallmark Channel.

## GRAPHIC DESIGNER

Global Business Travel Association  
(3/2015 – 10/2016)

- Driving membership acquisition and event registration – Worked directly with the Sr. Manager of Production and Dir. of Marketing to increase sales.
- Virtual and in-person event design – Created key art and produced visual identities for 20 global conferences.

## SOFTWARE

- Adobe Photoshop, Illustrator, InDesign, Figma, Webflow
- Jira, Confluence, Lever, SAP Concur, WorkSuite

## AWARDS

- FOLIO Awards for Art Director of the Year, Design Team of the Year, Overall Design Excellence, B2B Data Visualization. Honorable mention for B2B Illustration and Overall Art Direction
- American Graphic Design Awards

## VOLUNTEERING

- Art Direction & Design Mentor for the Richmond Ad Club
- Strategy Lead on Industry Dive's Diversity, Inclusion & Equity Leadership team
- Brand development for Dream Between the Lines nonprofit

## EDUCATION

- BFA, Graphic Design I  
James Madison University
- Design Dept. Leadership II, Reforge Marketing Strategy programs

## GRAPHIC DESIGNER

U.S. News & World Report  
(2/2014 – 2/2015)

- Digital magazine production – Designed for the U.S. News Digital Weekly magazine.
- Book design – Designed the annual Best Hospitals, Best Colleges and Best Grad Schools.
- Prepress production, layout design and photo editing.

**PORTFOLIO**  
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*Thank you!*