

# Michelle Rock

Leading the brand & marketing design team at a global B2B media company.

UI/UX design • Team Ops • Brand strategy • Visual design systems • Internal tools • Project management

## Senior Director of Brand & Marketing Design

Industry Dive | Oct. 2018 – present

Promotions – Design Director (2020-21), Creative Director (2018-20).

Awarded FOLIO's Art Director of the Year (2020).

- **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 content marketing agency.** Captured \$8.1 million of client revenue in one year.
- **Scaled design operations** by recruiting and hiring, building our freelance network, vetting contractors, managing budget.
- **Art direction** for editorial graphics and virtual events.
- Developed the **brand identity** and visual design system for ID's content marketing agency, including a new microsite, logo, color palette, typography and graphic motif in under 30 days.
- **Led rebrand strategy** for 4 acquired properties within a year, including new logos, social accounts and site UI.
- **Brand experience** design, including office interior design for global offices, virtual and in-person company events.

## Software

- Design – Adobe Photoshop, Illustrator, InDesign, Figma
- Management – Jira, Confluence, Lever, SAP Concur, WorkSuite

## Awards

- FOLIO Awards: 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 for custom client work.

## Volunteering

- 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

## Lead Graphic Designer

National Park Foundation | Nov. 2016 – Oct. 2018

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

## Graphic Designer

Global Business Travel Association | Mar. 2015 – Oct. 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.

## Graphic Designer

U.S. News & World Report | Feb. 2014 – Feb. 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.