

mt

**Hi, I'm Micaela Todd.** I'm an Art Director and Designer with a reputation for being detail-oriented, going a step beyond clients' expectations, and being a sounding board for teammates to build strategically strong concepts. I'm well versed in shopper marketing—both print and digital—and looking for the next slice of the advertising industry to challenge myself.

---

## EDUCATION

### UNIVERSITY OF THE PACIFIC

STOCKTON, CA

Bachelor of Fine Arts in Graphic Design  
Minor in Marketing Management  
Graduated May 2015, Summa Cum Laude

### NCAA DIVISION I CROSS COUNTRY & TRACK

AUGUST 2011 – MAY 2015

Captain 2013-15

---

## SKILLS

### DAILY DRIVERS

Adobe Illustrator  
Adobe Photoshop  
Microsoft Office  
Typography  
Point of Sale  
Digital Design

### RENTAL CAR

Adobe InDesign  
Adobe Bridge  
Social Media  
Print & Production  
Video & Photography  
Storyboarding & Animation

### LEARNERS PERMIT

Adobe After Effects  
Adobe XD  
HTML, CSS

---

## CONTACT

425.231.2314  
toddmicaela@gmail.com  
micaelatodd.com  
linkedin.com/in/MicaelaTodd  
Recently relocated to Seattle area

---

## WORK EXPERIENCE

### PROPAC AGENCY

ART DIRECTOR | CONTRACT TO HIRE | PLANO, TX | 2017 – PRESENT

- Creates work for a wide variety of brands and audiences across Frito-Lay and PepsiCo portfolio, Baylor Scott & White, Dean Foods, and 7-Eleven.
- Designs effective and beautiful work for point of sale, digital, social media, motion and video, kits, microsites, and events that connect to the customer.
- Works collaboratively to brainstorm engaging concepts to meet client objectives and presents those ideas with clarity and confidence.
- Partners with in-house studio, account, and activation teams to execute programs across a variety of retailers and channels, including Walmart, Kroger, C-Stores, and food service.
- Manages daily workflow to juggle multiple project timelines, often bouncing between brands.
- Actively participates in, contributes to, or leads projects not essential to daily duties, including website redesign, resources & file organization, managing interns, green business certification, and internal training.

### AMAZON

VISUAL DESIGNER | CONTRACT | SEATTLE, WA | OCT 2015 – JULY 2016

- Navigated new territory on in-development Amazon Prime Now brand, creating digital work for Amazon.com, PrimeNow.com, the Amazon and Prime Now apps, and social media
- Executed print and OOH work in line with production quality standards.
- Completed work with efficiency, often finishing rush projects for same-day turnaround.
- Enabled consistency and efficiency of work across the design team by creating templates to automate saving and sizing files.
- Art directed onsite holiday style guides for seasonal branding on Amazon.com.
- Switched gears quickly to support a variety of departments when teams were overloaded.

### FREELANCE DESIGN AND ART DIRECTION

ONGOING | 2012 – PRESENT

- Communicated directly with small business owners to create a variety of projects, including branding, logos, signage, postcards/mailers, posters, and Photoshop work.
- Worked independently to create work fitting the clients' needs and budget.

---

## FAST FACTS

- Plays in three adult sports leagues but also been known to run into furniture
- Doodle dog mom to two energetic girls
- National parks checklist keeper, 19 and counting
- Happy to compete or collaborate over a good board game
- Would rather change her own garbage disposal than call a plumber