

# michellecarangi

## Contact

---

portfolio: [michellecarangi.com](http://michellecarangi.com)  
mcarangi@gmail.com

514-779-7418

## Education

---

### Dean's List

DET - Technical Program Illustration  
& Design  
Dawson College

DEC - Fine Arts  
Dawson College

DES  
Collège Villa Maria  
(French sector)

## Skills

---

Art Direction, Branding, Graphic  
Design, Photoshoots, Packaging,  
Digital Marketing, UI Design,  
Budgets, Internal and External Team  
Management, B2B, B2C, SaaS

## Languages

English - Written, Spoken  
French - Written, Spoken

## Software

Adobe Creative Suite, Microsoft  
Office, Figma, WordPress, Wix,  
Chat GPT, Midjourney, Dall·E,  
Mac and PC environment.

## Past Projects

Pure Green Magazine - Style Director  
Holley & Gill - Interior Design Blog  
and Social Media  
Member of the Board of Governors,  
Dawson College

## Work Experience

---

### Senior Art Director - Brand Creative

Autodesk, Mar. 2021 - present

As a Senior Art Director at Autodesk, I drive transformative branding strategies that resonate globally and create tangible impacts. Collaborating with cross-functional teams, I spearhead major initiatives to deliver exceptional results and drive creative excellence. My approach fosters a culture of innovation and collaboration, unlocking the full potential of our talented creative teams.

Some of my key responsibilities include:

- Consult with employees, internal partners, and external vendors to establish creative frameworks aligned with Autodesk's brand strategy, driving business growth.
- Lead the creation of brand expressions and design systems for corporate initiatives, events, campaigns, and product identities.
- Advocate brand governance through guidelines and systems for global brand enablement and adoption.
- Play a strategic role in defining and championing Autodesk's brand standards globally.
- Advise and train creative agencies on brand standards, ensuring consistent and impactful brand representation.
- Spearhead the expansion and redefinition of Autodesk's brand identity and design systems, elevating the company's leadership position in the design and make category.
- Develop innovative creative campaigns, engaging audiences and driving meaningful interactions.
- Seamlessly align creative vision with business objectives in collaboration with executive stakeholders.
- Embrace data-driven insights to fuel innovation and optimize workflows for peak performance.
- Manage art direction, collaborating with agencies for impactful global brand experiences.
- Demonstrate a forward-thinking mindset, leading design strategy to drive Autodesk's brand evolution.
- Oversee collaborative teams in creating human-centric, inspiring, and visually stunning experiences across all channels, fostering strong connections and brand loyalty.
- Manage an in-house team of senior creatives and exterior vendors to extend the new brand across our most important Autodesk events as well as across the organization.

### Director - Graphic Design & Marketing

Figurr Architects Collective, Jan. 2016 - present

Lead diverse marketing and design projects while managing our strategy, budget, brand, and a high-performing team. With a strategic mindset, I ensured impactful results that aligned seamlessly with our brand's essence and business objectives. Fostered innovation, drove growth, and made a meaningful impact on our organization's success.

- Directed diverse design projects, managed marketing strategy, budget, brand, and team.
- Spearheaded visual rebranding, created brand guidelines, and ensured cohesive brand representation.
- Designed various materials for print, digital, and video communication.
- Led client presentations and managed photoshoots for marketing and architectural projects.
- Strategized annual marketing plan and budget, monitored performance, and reported on results.
- Oversaw digital marketing, web traffic, and public relations strategy.
- Managed RFP preparations, increased win rate by 30%, and supported business development efforts.
- Lead marketing staff, coordinated hiring, and managed external suppliers.

# michellecarangi

## Contact

---

portfolio: [michellecarangi.com](http://michellecarangi.com)  
[mcarangi@gmail.com](mailto:mcarangi@gmail.com)

514-779-7418

## Senior Manager - Brand & Marketing Team

Yellow Pages, Mar. 2015- Jan. 2016

Responsible for the creation of all brand strategies and designs and its implementation company-wide.  
Management of all graphics projects for both online and print marketing purposes, internally and externally.

- Managed, developed and lead art direction, design & layout of all internal and external marketing and branding projects;
- Developed brand and graphic strategies in order to deliver results against business goals of expanding and rejuvenating the brand on both B2B and B2C sides;
- Designed collateral sales support material;
- Ensured communications between departments were clear to preserve the brand identity;
- Developed brand guidelines and supervised the use of YP brands across all channels (in print, signage, online and UI);
- Designed and developed UI graphical elements for YP websites and applications;
- Supervised and managed outside agencies and various service providers and ensured they delivered all projects on time, on spec and on budget;
- Managed, coordinated and directed graphic designers and freelancers;
- Communicated and presented branding strategies to YP CEO, VP's and Directors.

## Senior Designer - Artistic & Team Coordination

Bouclair, Apr. 2011 - Mar. 2015

Oversaw and executed creative strategies, designs and services supporting e-commerce, purchasing, marketing and visual departments and in-store and digital programs and campaigns.

- Developed and executed all creative direction for product photography for package designs, digital assets for mailers, banners, display ads, videos, flyer layout, in-store banners and signage;
- Actively collaborated and planned creative solutions that enhanced and supported campaigns and promotional events;
- Oversaw and monitored budgets for photoshoots, videos, productions and branding to ensure timeliness and efficiency;
- Researched, hired and all freelance and sub-consultants;
- Evaluated and coordinated location opportunities for marketing photoshoots;
- Managed, supervised and lead the graphics team responsible for all creative designs for packaging and campaigns.



For more information about other previous relevant roles, please consult my LinkedIn profile [here](#).