

Michele Farren



ART DIRECTOR + DESIGNER

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michelegraphics.com

EDUCATION

**Bachelor of Fine Arts,
Graphic Design**
Texas Christian University
December 2018

Bachelor of Arts, Music
Texas Christian University
December 2018

TECHNICALS

Adobe Creative Suite
Google Web Designer
Microsoft Office Suite
Keynote
Squarespace

CLIENTS

7-Eleven Franchising
Cutera – truBody, AviClear
Endo Aesthetics – Corporate, QWO
Dermavant – Corporate, Tapinarof
Maverick Fulfillment
Asiri Healthcare – Proteya
BLK EYE Vodka
Journey Medical –
Ximino, Qbrexza, Accutane
Merz Aesthetics – Ultherapy, Cellfina
InMocean Swimwear –
AnneCole, Catalina
Candela Medical – Nordlys
Alastin Skincare
Crown Laboratories –
Corporate, StriVectin
Ortho Dermatologics – Corporate

EXPERIENCE

Agency Habitat – Senior Art Director
March 2022 – Present

Leads and delegates the development of creative projects across multiple brands, and works closely with brand managers, creative directors, and creative team to ensure strategy and brand vision are met. Mentors younger creatives through 1:1s, facilitating reviews, and establishing growth points. Maintains strong relationships with team and clients to ensure the best strategy and creative solutions.

- Collaborates with copywriters to create social content calendars, concept pitches, and work in tandem across multiple projects
- Leads client and internal photo shoots with photographers, videographers, and set stylists
- Leads user generated content shoots at on-site 7-Eleven locations
- Designated team lead – manages career growth and annual reviews for three associate art directors, meets frequently with account team to ensure workloads and client relationships are running smoothly, and facilitates monthly team meetings to review workload and upcoming projects
- Co-leads client calls with brand manager to present creative work and establish strong communication for client questions and requests
- Manage print vendor relationships across multiple clients
- Takes initiative to meet with associate and mid-level art directors biweekly to check-in on work and time management, offer advice on creative and professional growth, prioritize transparency through an open line of communication, and establish a safe and welcoming culture
- Manages agency's LinkedIn content creation by working with social media strategist and project manager on content strategy, maintaining an organized content calendar and posting system, and allotting posts to creative team. Mentors creative team in the creation of posts
- **7-Eleven Experience Conference 2023:** Concepted, designed, and managed vendor communication for the franchising booth. Attended conference to manage setup of the booth and conduct Franchisee interviews for 7-Eleven Franchising social content
- **Agency Habitat Mural:** Designed mural for exterior and interior walls of the Agency Habitat building. Collaborated with creative director to paint exterior mural and lead coworkers in mural painting event. Communicated with vendor for interior mural vinyl application

Agency Habitat – Art Director
October 2020 – March 2022

Agency Habitat – Associate Art Director
January 2019 – October 2020

INVOLVEMENT + INTERESTS

TCU Senior Thesis
Presentation Judge
May 2021

TCU Senior Portfolio Review
November 2022, April 2023

Christ Chapel Bible Church
Orchestra Oboist
2016 – Present

Ad 2 Fort Worth
(Young Professionals)
2023 – Present

