

Mucha!

Michaela Mucha

Senior Art Director

New York, NY

¹ CONTACT

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² SUMMARY

Award-winning Mexican-Filipina-American with 15+ YOE in design, specializing in branding and creative advertising. Member of founding team that launched Disney+ in 2019, and has served on the AIGA NY Board of Directors. Currently leads a design team at Disney+ Global Brand, and has been awarded in the Int'l Adobe Design Awards, the Promax Awards, the OBIE Awards, and the global Clio Awards. Design nerd at heart.

³ SELECT CLIENTS

DISNEY
MARVEL
NYC PRIDE
LINKEDIN
PIXAR
ADOBE
BIDEN-HARRIS

⁴ EXPERIENCE

Disney+ *Sr Manager, Creative Advertising & Design*

JAN 2022 — PRESENT GLENDALE, CA

- I. Leads a design team within Global Brand & Creative Marketing, and oversees the ideation, design, finishing, & art direction of creative campaigns for Disney+, Disney Bundle, & title content.
- II. Collaborates and presents cross-functionally, enterprise-wide, & with high-level executives, providing a strong creative POV.
- III. Has lead the creative development of award-winning out-of-home & digital campaigns, logos/title treatments, style guides, design systems, display art, event materials, merch, and more.
- IV. Also acts as Global Design Gatekeeper of the Disney+ brand and ensures all materials developed enterprise-wide, globally, are aligned with brand guidelines, providing critique & approvals.
- V. For exceptional performance, promoted from Manager in 2025.

Walt Disney Studios *Manager, Creative Advertising*

JUN 2019 — JAN 2022 BURBANK, CA

- I. Co-lead the art direction, creative direction, design, finishing, & production of best-in-class advertising campaign creative for theatrical record-breaking box office hits and streaming titles.
- II. Worked directly with filmmakers, executives, XFN teams, and creative agencies on producing: key art, Disney+ display art suites, logos, OOH materials, & more. Titles include: Frozen II, Lightyear, Soul, Luca, Encanto, Turning Red, & Ron's Gone Wrong.
- III. Designed album cover art for Liam Payne's "Sunshine" single.
- IV. Excelled in fast-paced, high-volume environment & managed 10-15 global projects daily from conception to execution, concurrently monitoring progress against schedules & budgets.
- V. Aided in developing the creative strategy for Disney's first-ever theatrical/streaming dual release, Raya and the Last Dragon.
- VI. For exceptional performance, promoted from Coordinator in 2021.

Mucha! *Freelance Art Director & Design Lead*

JAN 2019 — PRESENT REMOTE

- I. Leads design from conception to execution for clientele projects.
- II. Researches latest trends to develop cutting edge creative.
- III. Clients include: NYC Pride, Biden For President, High Point University

Disney Corporate *Graphic Design Associate*

JAN 2019 — JUN 2019 BURBANK, CA

- I. Lead as team's only designer, providing on-trend designs for global, enterprise-wide campaigns reaching 200k+ employees.
- II. Worked directly with ESPN, ABC, Pixar, Marvel, & Nat Geo brands on creative strategies tailored to each brand & region.

Walt Disney World *Graphic Design Intern*

JUN 2018 — JAN 2019 ORLANDO, FL

- I. Self-managed numerous graphic design, motion design, illustration, web design, and video edit projects simultaneously.
- II. Spearheaded the full redesign of Walt Disney World F&B's site on Wordpress, elevating UX & increasing page views by 260%.

The Brand Girls *Design Director*

NOV 2016 — JAN 2019 REMOTE

- I. Collaborated directly with CEO on all digital design initiatives.
- II. Built entirety of company website, designed x2 20+ page workbooks, & 40+ social & print graphics, upping new-client inquiries 155%.

⁵ AWARDS & ACHIEVEMENTS

Gold Winner *Promax* 2023

Silver Winner *Clio* 2024 2021

Semifinalist *Adobe Awards* 2018

Board of Directors *AIGA NY* 2023

Design Team *AIGA Conference* 2023

President *AIGA HPU* 2018

Panelist *Various* 2024 2023 2021

Disney+ Launch Team 2019

Top 10 Under 10 Alumni *HPU* 2023

⁶ SKILLS

Creative GRAPHIC DESIGN

BRANDING ART & CREATIVE DIRECTION
TYPOGRAPHY LOGO DESIGN LAYOUT
PHOTO RETOUCHING & COMPOSITING
UI & WEB DESIGN MOTION DESIGN
PRESENTATION DESIGN COPYWRITING
VIDEO EDITING PHOTOGRAPHY

Creative Leadership IDEAS
CONCEPTUAL THINKING MENTORING
MANAGING CREATIVES AGENCY RELATIONS

Mediums OUT-OF-HOME/OOH
SOCIAL DIGITAL PRINT ALBUM COVERS
KEY ART APPAREL/MERCH STYLE GUIDES
BRAND GUIDELINES DESIGN SYSTEMS
IN-SERVICE/DISPLAY ART

Software ADOBE CREATIVE SUITE
(PHOTOSHOP ILLUSTRATOR INDESIGN
PREMIERE PRO DREAMWEAVER
LIGHTROOM AFTER EFFECTS FIREFLY)
FIGMA HTML & CSS PENCIL BRAIN

⁷ EDUCATION

Advanced Branding

Useful School

2022 CONTINUING EDUCATION

Entertainment Graphic Design

Univ of Calif, Los Angeles (UCLA)

2021 CONTINUING EDUCATION

Bachelor of Arts. Graphic Design

High Point University (HPU)

- I. Minors: Computer Science, Communications
- II. Highlights: Kappa Pi, Class President, AIGA President, Student of the Year x3