

1 / Experience

EDUCATION

Master of Fine Arts, Design / School of Visual Arts, NYC / 1998-2000

The "Designer as Entrepreneur" program, under Steven Heller and Lita Tallarico's leadership. Studied with Tibor Kalman, Paola Antonelli, Steven Guarnaccia, Steven Heller, Veronique Vienne, and Peter Girardi, among others.

M.S. Visual Communication, Mixed Media / Pratt Institute, NYC / 1997-1998

Completed the first year, and then transferred to the School of Visual Arts.

Bachelors and Master of Architecture / Tulane University, New Orleans / 1991-1996

Dean's List, Thesis Commendation, and recipient of the 1996 I. William Sizeler Award given "to the outstanding design of a thesis project in the field of high-density, commercial and/or mixed-use architecture".

Tulane U. Architectural Studies Abroad program, Paris, Barcelona & Briey / 1995

Comparative studies in Urban Development, focusing on Haussmann's Paris and Cerdá's Barcelona, resulting in an intensive architectural studio program in L'Association La Première Rue at the Le Corbusier's Unité d'Habitation in Briey-en-Forêt, France.

Cornell University, New York / Summer 1990

Certificate for the Summer program in Architecture Immersion.

TASIS (The American School in Switzerland, England Campus) / Summer 1989

Certificate for the Summer program in "Art and Architecture of England".

Other Related Studies & Seminars

- + 2019 - "Foundations in Human Center Design" bootcamp workshop | Design Thinking Puerto Rico and Seriously Creative, San Juan PR
- + 2011 - VML Digital Training and Activation Program | VML Kansas City, MO
- + 1997-00 - Int'l Center of Photography, United Digital Artists and Film & Video Arts | NYC

PROFESSIONAL EXPERIENCE

M3Orange•Design Atelier, Creative Director**San Juan & New York City / September 1996 to present**

Since 1996, I have been mostly practicing as a freelance designer for many advertising agencies and direct clients, in a wide array of design practices - from print, to branding to interactive. In addition, I worked in the architectural interiors for Pietra (a jewelry store), where I designed the interiors, custom-made furniture and the brand/corporate identity.

TBWA San Juan, Digital Strategist**San Juan / October 2012 - August 2013 / www.tbwasanjuan.com**

In charge of all of the agency's digital projects, as well as the development of new business solutions (digital or otherwise) for existing and new clients. Clients included DDR Malls, Oui, DiGiorno, COSVI, Automeca, among others.

MindOven, Associate Creative Director**San Juan / May 2012 - September 2012 / www.mindoven.com**

Associate Creative Director (ACD) in a wide range of projects for clients such as Kellogg's, ATH, Evertec, among others.

**Young & Rubicam, Digital Associate Creative Director
San Juan / May 2011 - February 2012 / www.yr.com**

Brought into Y&R to reorganize the existing digital production and intelligence of the agency, into a more profitable and integrated arm of the "traditional" (above the line) advertising aspects of everyday production. Directed and produced various projects for brands such as Heineken, Banco Santander, T-Mobile, Nissan, MMM Healthcare, etc.

**RAPP NY, Associate Creative Director (Formerly Rapp Collins, Omnicom) / NYC,
January - February 2010 / www.rapp.com**

ACD in pharma projects for Merck and GlaxoSmithKline.

**Pixelmedia, Inc., Online Advertising Agency, Partner + Creative Director VP
San Juan / May 2004 - December 2009**

Founding partner of a woman-led interactive agency. Responsible for the integrity of the agency's creative direction, new business presentations and client acquisition, proposals and contract documents, project management, developing project concepts, identifying appropriate media and programming environments, among many other daily operations. *Please refer to the last page of a list of agencies, clients and brands I have worked for.*

PopuliCom / San Juan, 2002-2004

Print and web designer in projects for clients such as Rums of Puerto Rico, PRIDCO, Budweiser, AT&T, and AARP.

OgilvyInteractive, Zeff Design, Merkley Newman Partners / NYC, 2000-2002

Freelanced in various print, brand and interactive projects for brands such as Stop&Shop, Fila, Manhattan Style Magazine and IBM.

Museum of Modern Art (MoMA), Internship / New York City, February - April 1999

First intern to be accepted in the Exhibition Design & Production Department. Produced CAD drawings, scale models, and other material for the "Un-Private House" exhibition produced in collaboration with MIT's Media Lab.

Reiner Design Consultants Inc. / New York City, June - August 1998

Graphic designer in projects such as music CD packaging, music industry material, and books. Clients: Saturday Night Live (NBC), Jaguares, Sevendust and Abrams Books.

School of Architecture, Polytechnic University of PR / SJ, Dec. 1996 - Feb 1997

Assistant Professor in an introductory course on Architectural History.

Sierra Cardona Ferrer, Architects / San Juan / Summers of 1994 + 1995

Intern architect in the Space Planning & Interior Design department. Worked in interior design concepts for Arthur Andersen offices and the Bayamón Public Library.

2 / Accolades**AWARDS & PUBLISHED WORK**

- » 2014: Collaborated in "My Bank My Space", a project developed by Banco Popular and J. Walter Thompson, which received a 2014 Cannes Lion.
- » 2013: Recipient of an "Educational Standard of Excellence" Web Award (Web Marketing Association) for Banco Popular's ExhibicionOnOff.com.

- » 2011: "Best Arts Website" award, for VictorVazquezPR.com (IAC).
- » 2009: Recipient of an Interactive Advertising Competition "Outstanding Website" award for the design of DoritosPR.com.
- » 2008: Recipient of an Interactive Media Award (IMA) for the design of MAC-Metropolis.com.
- » 2007: Winner of two Web Awards (Web Marketing Association) for PunkyPow.com and www.CosmopolitanMiramar.com.
- » 2007: Collaborated in www.The1Movement.com, an online project owned by BBDO Pagés (D.R.), which received two 2007 Cannes Lions (Gold Media & Silver Promo). These were the first Cannes Lions the Dominican Republic had ever won.
- » 2007: Featured in Step Inside Magazine's "Best of Website Design", for The1Movement.com.
- » 2006: Two Web Awards (Web Marketing Association) for www.SunCom.com.pr (now T-Mobile), and CCNet, an internal application for SunCom's customer support call centers.
- » 2000: Featured in CMYK Magazine (Spring/Summer issue) for "Restrictive Language", a design coffee table book (student project while at SVA's MFA Design program).
- » 2000: Published in Graphics International Magazine (Issue 77), for "Aquaviva: a 360° experiential design concept for a bar & multimedia space in San Juan, Puerto Rico".

EXHIBITED WORK

+ "The Missing Link Gallery at Das Hypothetische" / NYC / October 1999

Collective exhibition by the MFA Design Program at the School of Visual Arts' Westside Gallery, NYC. Exhibited "iNterventiOn" (4'x5', wooden light boxes and shelving, with collected and found objects).

+ "Architects in Botello", Botello Gallery / San Juan / August 1997

Part of thirteen architects invited to exhibit artwork in the Galería Botello, in San Juan, Puerto Rico. Exhibited "Espiral" (Spiral), a series of eight digital collages. (5"x7", printed on vellum).

3 / Interests

ORGANIZATIONS

- + Code for Puerto Rico - 2021
- + Founding member of the Young Collectors Group of the Museum of Art of PR (2005-06).
- + Collectors VIP Programme in the ARCO Art Fair in Madrid since 2001.

INTERESTS

- + Avid art collector, and a yearly visitor to exhibitions and art fairs such as Art Basel (Miami), ARCO (Madrid), Documenta (Kassel), Skulptur Projekte (Münster), and the Havana and Venice Biennales.
- + Highly interested in pursuing projects that involve the integration of architecture and visual communication into experiential design, such as restaurants, retail, and museum exhibitions.
- + Constantly interested in art history, graphic and industrial design, travelling, photography and the study of music. Additionally, interested in music packaging, film title sequences and broadcast graphics.

4 / Knowledge

Online

- Web Design and Development
- Interface Design and Usability (UX/UI)
- Information Architecture
- Search Engine Optimization (SEO) and Marketing Campaigns
- Social Media Strategies
- Email Campaigns and Anti-Spam Practices
- Online Analytics & Measurement

Print:

- Print & Packaging Design
- Brand Design and Corporate Identity
- Magazine, catalogs, brochures & books
- Exhibition material & prom merchandise

Other:

- Architectural Graphics
- Broadcast Graphics (Motion Titles)

Areas which I work with the support of a qualified team:

- Online Advertising Campaigns - Rich media, Google Keywords/Ad Banners, Facebook Paid Ads
- Online Commerce & Payment Gateways
- Web-based Custom Applications (Intranet, enterprise B2B, B2C etc.)
- Database Management
- Accessibility and 508 Compliancy
- Customer Relationship Management (CRM platforms)
- Content Management Systems (CMS)
- Web server configuration and hosting

5 / Skills

GENERAL

- » Fully fluent in Spanish and English (spoken and written).
- » Basic understanding of French and Portuguese.
- » Highly resourceful, determined and very efficient at researching methods and solutions.
- » Strong writing, communication, and presentation skills.
- » Extensive knowledge of design software and production methods for print and web.
- » Knowledge of preparation of artwork for press printing.
- » Low and high fidelity wireframing and prototyping.
- » Model making, calligraphy, photography and some experience with a printing press.

TECHNICAL

Print:

- Adobe Photoshop, Illustrator, InDesign and Acrobat
- Microsoft Word, Excel and PowerPoint

Interactive

- Advanced use of HTML and CSS, with some basic understanding of JavaScript
- Basic knowledge of LAMP environments: shared or dedicated Linux servers, cPanel, MySQL, PHP
- Adobe XD, Sketch, UX Pin, JustInMind, Zeplin
- Visual Studio Code, Atom, Avocode

Basic Knowledge:

- AutoCad
- SketchUp
- Adobe Premiere
- Adobe After Effects
- AVID/Media 100
- WordPress

Michelle M. Muñoz-Dorna

Designer | B. Arch, M.Arch, MFA Design
T +1 (787) 413.1408 E michelle@m3orange.com

Portfolio:
www.m3orange.com

6 / Agencies and brands
I have worked with

B
B
D
O



OgilvyInteractive



SAATCHI



MoMA



Merkley+PARTNERS



MIINDOVEN



T-Mobile

