

Michelle  Griffin
Design Leader

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Hello,

Thank you for your interest in learning more about me. With nearly 25 years of leadership and design experience, I am a curious, industrious, and solutions-oriented leader who values learning, equity, empowerment, and efficiency. I have a proven track record of excellence in design and leadership—collaborating across departments, building, and mentoring teams, forging client relationships and delivering exceptional creative content.

I've directed campaigns for world-class brands like Adobe, Nike, Columbia Sportswear, Nordstrom, and Curaleaf. My work ethic and passion for brand voice drive both my creative expression and leadership style. As a director, I am deeply committed to building relationships based on trust and delivering creative that meets project objectives and exceeds expectations; as a teammate, I'm passionate about bridging disciplines; and as a mentor, I lead with empathy, transparency, positivity, and a perpetual desire to learn and grow.

My flexible, adaptable, "can-do" attitude has enabled me to build strong relationships with my team, colleagues, and managers. I am always seeking new ways to inspire and empower those around me to think differently, be curious, and elevate creativity in a workplace that values diversity, fosters a people-first culture, and prioritizes creative excellence.

Still with me? Thank you for your time—let's discuss how my passions and expertise might fit the team.

Sincerely,



Michelle Griffin

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Summary

Design team leader, mentor, and multi-disciplinary maker with over 20 years agency and in-house experience. A collaborative, curious, industrious, and solutions-oriented leader who values learning, equity, mentorship, empowerment, and efficiency.

Experience

Design Director, Thesis, Sept 2021–December 2022

As a team leader, I directed and mentored 11 designers on the Adobe account.

- Effectively communicated creative concepts to design teams and Adobe stakeholders
- Hired, managed, and trained managers and designers, supporting morale through growth plans, team building, education, workflow, and processes
- Fostered collaboration and teamwork; built trust through individual check-ins, team meetings, creative reviews, and department presentations
- Ensured creative and business goals aligned by maintaining steady flow of communication, collaborating cross-functionally to resolve issues of inefficiencies and process errors
- Developed internal relationships with leads and directors to create cohesive campaigns reflective of a unified brand voice
- Managed client relationships through regular check-ins and collaboration to identify business and creative opportunities; pitched ideas confidently and presented the creative vision clearly to clients
- Reviewed high-visibility campaigns, providing creative direction and solutions to ensure creative excellence
- Participated in ongoing leadership development through Pathways to Leadership program
- Proactively engaged with and educated colleagues in diversity, equity, and inclusion as a member of *Queery*, a Thesis ERG (Employee Resource Group)

Senior Designer & Director, HERENOW Creative Network, Feb 2013–Jun 2021

Directed and managed a team of 3 full-time designers and up to 22 freelancers to develop innovative creative solutions across hundreds of OOH, retail, and digital campaigns.

- Fostered a highly communicative, collaborative team culture
- Elevated client satisfaction by consistently delivering impactful creative resulting in increased business
- Partnered cross-departmentally to track timelines, manage budgets, and support client relationships
- Developed effective strategies to raise brand awareness and generate demand, enhancing consumer engagement and driving success for targeted marketing campaigns
- Brands include Nike, Dick's Sporting Goods, FinishLine, FootLocker, Nordstrom, Columbia Sportswear, Banfield Pet Hospital, and Curaleaf
- Co-founded DEI committee to broaden company policy and develop training programs
- Drove Nike experiential design for pilot season of NFL Color Rush in twelve NFL stadiums resulting in 100% product sell-through in all locations
- Led digital marketing campaigns, increasing viewership, brand awareness, and driving revenue

Graphic Designer, Church and Dwight (Formerly NW Natural Products), Apr 2012–Dec 2012

- Responsible for packaging and label design; ensuring FDA labels compliance; print and digital advertising; social media campaign strategy; trade show collateral; regional, national and international retail display design
- Conceptualized refreshed packaging design, increasing international big-box distribution internationally
- Developed retail display collateral to increase brand awareness and drive demand

Graphic Designer, Duplication Factory (Formerly Logic General), Jan 2005–Dec 2011

- Responsible for design, production and preflight of optical media art and packaging
- Learned to operate silkscreen and offset presses to improve knowledge of production process
- Increased sales and drove business by identifying new opportunities

Skills

Adobe CC: InDesign, Illustrator, Photoshop, XD, Acrobat Pro, Premiere Pro, After Effects; Keynote, Google Suite, Google Analytics, SketchUp, Vray, Sketch, Figma, Slack, Box Admin

Education

Bachelor of Fine Arts, Graphic Design, School of Visual Arts

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