

MARY FRANCES MICHAELS

creative director

VIGNETTE :

An award-winning creative lead, Mary Fran successfully directs graphic and architecturally adept design teams in creating and executing branded environments and collateral for premier events and permanent installations. She oversees the creative process of project designers from concept through installation, and collaborates with extended partners and vendors to create cost effective, distinctive and memorable experiences, all the while maintaining tight production deadlines. She has a deep passion for sustainability, and thus plays a key role in sourcing front-end responsible solutions as well as establishing post-event repurposing options for clients.

Mary Fran is also an independent entrepreneur with her own design studio, The Flo Room (www.thefloroom.net), through which she offers eco-chic jewelry (FloWear) reclaimed from old glass bottles, vases, etc, and provides design and rendering services to architectural clients and others, to name a few endeavors. She was honored by the Berkeley City Council for her work on integrating artistic elements into the ArtTech building in Berkeley's Arts District and her jewelry has been exhibited in San Francisco's De Young Museum.

EXPERIENCE :

Project responsibilities include: creative direction, concept rendering, storyboarding, identity development and brand management, color and material selection, establishing work flow process, sourcing creative talent, team building, traffic manager, trendwatching, developing and maintaining client relations, setting project schedules and deliverable dates to ensure projects remain on time, on budget and meet/exceed client expectations:

- Moss Sports (formerly Flying Colors Inc.), Berkeley, CA - Event Branding for Exhibits, Stadiums and Urbanscapes. Digital, static applications.
- Gallagher & Associates, Silver Spring, MD - Exhibits and Museums
- Jordan Mozer & Associates, LTD, Chicago, IL - Restaurants
- Schafer Associates, Oakbrook, IL - Retail Environments
- Griswold, Heckel and Kelly Associates, Inc., Chicago, IL - Corporate Offices

EDUCATION :

Reclaimed Glass Slumping: Independent Study - Washington Glass School | Washington, D.C.

Master of Theological Studies - Narrative Theology, Spirituality | Jesuit School of Theology at Berkeley (JSTB) | Berkeley, CA

Experimental Poetry - The New School for Social Research | New York, NY
Paper Sculpture - The School Of Visual Arts | New York, NY

Bachelor of Fine Arts - Interior Architecture, Minor in Art History | Northern Illinois University | Dekalb, IL

TECHNICAL INTERFACE :

Adobe CC: Illustrator, Photoshop, InDesign. CINEMA 4D, Microsoft Office Suite, Cloud-based Project Management: Smartsheet Resource Management, iMeet Central, Asana, etc.