

Michelle Pergal

Work

Senior Creative

📅 Present 📍 Remote

Art Direction | Design | Illustration
Freelance

Qapital, Netflix, Kardashian Kolloquium,
Superfood Digital, The Art of Good

Senior Art Director

📅 2019-2023 📍 New York, NY

Nestle Health

Nuun, Nestle, Nature's Bounty,
Boost, Carnation Instant Breakfast

Art Director

📅 2017-2019 📍 New York, NY

Digitas

Comcast, American Express, CVS,
Delta, Business Insider, New Fronts

Art Director

📅 2013-2017 📍 Boston, MA

Small Army

Zoo New England, Boston Medical Center,
General Electric, Blue Hills Bank, Boston University

Education

New England School of Art & Design | M.A. Graphic Design

Providence College | B.S. Health Policy, Studio Art Minor

Ad Club of Boston | Creative Concepting, UX Certification

University of Richmond in Florence, Italy | Fine Art, Philosophy

Strengths



Visual Design

Versatile and unique, playful yet sophisticated design, with an inclination toward the colorful, whimsical, and hand-drawn.



Ideation

Comes up with the "big idea" to drive and execute campaigns and creative. Strong thinker and conceptual leader.



Collaboration

Works well with cross-functional teams, including clients, account management, producers, and more, resulting in successful campaigns and creative.

Capabilities

- ✓ Adobe Creative Suite, Figma, Sketch, Procreate, Klaviyo, Shopify, Microsoft Office
- ✓ Storytelling, Branding, Illustration, Logos, Social, Print, Digital/Web Design, Photoshoots, Email Design/Build, UX/UI, Packaging
- ✓ CSS/HTML: Adapt and apply
- ✓ Languages: English, Spanish
- ✓ UX Certified