

# michael

# marcial

# SANTOS

ART DIRECTOR

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experience

## Madwell LLC | Designer (Art Director) Internship | Denver, CO (Sept 2023 - Nov 2023)

### Plum Organics | Netflix | Hylands | Fernet Branca

- Pitched a proactive project for a CPG brand during the introductory meeting with my Creative Director. Proof-of-concept was shown to the Chief Creative Officer (and internally) after the first creative check-in — the project moved into production less than 24 hours after.
- Designed Instagram bookends (static posts/story variations) for a fast-paced, deadline driven Netflix experiential event. Appropriated assets in an original composition, demonstrating creativity and delivered high-quality results with minimal turnaround time.
- Demonstrated efficiency by assuming duties for team members who had taken PTO, guaranteed ongoing progress of project deliverables. Provided additional assistance during a separate absence, maintaining timelines and deliverables while managing prior responsibilities: balanced graphic design, shooting social content, meetings, e-publication, and commuting to arrive on-set.

## The Ascendants Movie LLC | Assistant Art Director | Denver, CO (Nov 2022 - Jan 2023)

- Collaborated with the Art Director to develop and execute concepts – assisted in creation of mood boards, storyboards, and visual references during preproduction.
- Assisted Production Designer with graphic design needs during urgent time frames – including print, motion graphics, slides, and props.
- Contributed ideas on-set, assisting in the process of visual solutions to enhance storytelling during production/final looks.
- Worked closely with the production team, including directors, cinematographers, and costume designers, to ensure a cohesive vibe within the horror genre.
- Coordinated with set decorators, props, and costume departments in regards to purchases and continuity.

## Kinetic Content | Married At First Sight | Production Assistant | Denver, CO (Jan 2023 - May 2023)

- Set dressing and location preparation to achieve precise visual look/feel in coordination with Producers and Camera Dept.
- Set up and maintained lighting, camera, and audio equipment, ensuring optimal functionality during shoots.
- Tasked with highest-profile assignments, in coordination with Executive Producers, in regards to talent management with no supervision.
- Solved production issues with innovative solutions on various occasions to ensure proper wrap times – saving significant time/money.

education

## Denver Advertising School | Art Direction | Denver, CO (July 2021 - October 2022)

- Ideation of concepts on over 50 brands spanning multiple categories with Copywriting partners.
- Spec campaigns driven with focus on sustainability, inclusivity, and relatability.
- Focus on 360 campaign executions across activations, social media integration, and experiential.

skills

- Proficiency of Adobe Suite
- Certified level of beer, wine, spirits knowledge sprinkled with food and service/hospitality
- “closet Strategist”
- PreProduction and Production
- On Set Practical Design
- Most Likely to be Mistaken for a TV/Film School Graduate

[www.michaelmsantos.com](http://www.michaelmsantos.com)