

MICHAEL ROUSSETOS

1238 DUNDAS STREET EAST,
TORONTO, ONTARIO, M4M 1S3.

PROFESSIONAL SUMMARY

20 years of experience delivering award-winning creative across packaging, web, social, print, and branding. Proven track record with high-profile clients such as Nike, Amazon, Google, GEICO, and Hyundai. Known for driving engagement and increasing brand visibility through innovative design solutions. Seeking to bring fresh ideas and strategic creativity to dynamic teams.

KEY ACHIEVEMENTS

- Trojan: Achieved highest social reach and awareness, surpassing US creative.
- The Keg: Delivered record-breaking campaign results during the holiday season.
- GEICO: Created innovative and contemporary designs for GEICONOW federal and military inserts, targeting a younger audience.
- P&G Rouge: Led campaign to a double-digit sales increase across participating beauty brands and achieved #1 email open rate in North America (audited).
- 100% Growth: Doubled the subscriber database from year one, contributing to sustained campaign success.

PROFESSIONAL EXPERIENCE

ART DIRECTOR

Monks, Toronto, Ontario

April 2021 - Present

- Spearheaded ideation and creative direction for Nike and 7-Eleven seasonal campaigns.
- Designed branded activations for Amazon, improving user engagement on landing pages.
- Led NFL Super Bowl activation, creating key visuals and overseeing digital execution.
- Developed rebrand and design deliverables for the Canadian Medical Association, including videos and social campaigns and brand book.

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DESIGN LEAD

Innocean Worldwide, Toronto, Ontario

August 2017 - 2021

- Led social development, ideation, and creative for Kia, Hyundai, and Little Caesars.
- Hybrid Art Director/Designer role focused on redesigning digital retail and brand templates.
- Managed campaign creative from development to completion, including brochure press approvals.

ART DIRECTOR

KBS+, Toronto, Ontario

August 2014 - 2017

- Led creative campaigns for Target Canada, CDIC Broadcast, and Canadian Federal Budget 2016.
- Developed social, print, and digital executions for The Keg, Knorr, and Montanas.
- Managed brand development and rebranding efforts for Montanas (2016).

SENIOR DESIGNER

Transcontinental Inc., Totem Brand Stories, Toronto, Ontario

July 2006 - 2014

- Provided design solutions for a wide range of clients, including packaging, print, and digital media.
- Collaborated with cross-functional teams to ensure the highest quality creative deliverables.

DESIGNER

Fuel Advertising, Toronto, Ontario

July 2004-2006

PRODUCTION DESIGNER

Designer, Redwood Custom Communications, Toronto, Ontario

June 2001-2004

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EDUCATION

Cinema 4D (3-day course, still active) — 2018

Bitmaker Labs — Digital Prototype Development, 2015

Folio International Conference on Typography, Print, and Design — New York, 2004

George Brown College — Graphic Design and Advertising Diploma, 2001

Don Mills Collegiate Institute — CyberArts, 2000

SPECIAL SKILLS & TOOLS

Design Tools: Cinema 4D, After Effects, Photoshop, Illustrator, InDesign, Figma

Creative Skills: Art Direction, 3D Modeling, Concept Development, Brand Strategy

Technical Skills: Microsoft Office, Dreamweaver, Adobe products.

Additional Skills: Social Media Campaigns, Video Production, On set Art Direction.

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