

MICA DIETERICH

Senior Art Director & Designer

EDUCATION

UNIVERSITY OF COLORADO
BOULDER, CO | 2014-2017

Advertising Bachelors of Science
Additional Field of Study in Psychology
Technology Arts & Media Minor

UNIVERSITY OF WESTMINSTER
LONDON, EU | FALL 2015

Completed 12 hours of
advertising and psychology
courses in a study abroad program.

TEXAS TECH UNIVERSITY
LUBBOCK, TX | FALL 2013

Selected as one of fifteen freshman to
participate in RAWLS Business Leaders,
RAWLS Business School.

SKILLS

Adobe Creative Suite
Brand Concepting
Video
Social

CONTACT

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micadieterich.com
References available
upon request.

EXPERIENCE

CRITICAL MASS | SENIOR ART DIRECTOR
SAN FRANCISCO, CA | AUGUST 2022 - CURRENT

As Senior Art Director for the **AT&T** brand, I spearhead numerous online video campaigns, contribute significantly to a **major rebranding initiative** and manage various social media aspects, including TikTok videos and Snapchat lenses. Additionally, I **lead teams** of juniors through conceptual phases, direct photoshoots, and collaborate closely with creative directors during video shoots.

FREELANCE | SENIOR ART DIRECTOR
SAN FRANCISCO, CA & AUSTIN, TX | MAY 2022 - AUGUST 2022

While freelancing, I worked across several big-name brands.
Clients Included | Conscious Minds (**New Business**), Iris (**PayPal**), **Credit Karma** in-house.
I have also spent time building websites for creative businesses.

HEAT (DELOITTE STUDIO) | SENIOR ART DIRECTOR
SAN FRANCISCO, CA | JULY 2021 - MAY 2022

During my time at Deloitte, I focused extensively on **new business pitches**, successfully contributing to winning several key accounts. My experience also encompassed working with prominent brands such as **Chipotle**, **Synovus Bank**, and **Halo Top Ice Cream**. I developed leadership skills through mentoring junior teams, further enhancing my professional growth.

ARGONAUT INC. | ART DIRECTOR
SAN FRANCISCO, CA | SEPTEMBER 2017 - SEPTEMBER 2020

At ARGONAUT, I visually conceptualized and managed productions for diverse clients, serving as a creative lead on a comprehensive rebranding campaign for **Cricket Wireless**. This initiative included multiple award-winning broadcast ads, as well as print, digital, and billboard materials. I played a key role in launching **Hostess** brands, Twinkies and Honey Bun cereal, and I contributed significantly to refining the brand aesthetics for **Fitbit**, **Honey Bunches of Oats** and **Shutterfly**. Additionally, I was instrumental in securing several new business pitches that we've won, including **Carl's Jr.** and **NerdWallet**.