



michelle haar

ART DIRECTOR & DESIGNER

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I'm Michelle (Chelle) Haar, a freelance art director and designer based in St. Louis with 10 years of industry experience and a strong foundation in brand identity. I have a passion for creating immersive experiences that bring ideas to life.

work experience

SELF EMPLOYED

Freelance Graphic Designer 2025- Present

- Create visual content across print, digital, and social platforms, including branding, illustration, and motion graphics.
- Collaborate with clients to deliver custom design solutions, from concept to final execution.
- Use Adobe Creative Suite and other tools to produce high-quality graphics, animations, and illustrations.

NEW HONOR SOCIETY (AN FCB COMPANY)

Senior Art Director - Design Supervisor | 2021 - 2025

- Conceptualize, design, and execute visually compelling materials for national and international brands.
- Art direct photo and video shoots, digital campaigns, and print collateral.
- Mentored junior and mid-level designers while providing creative oversight.

TIMMERMAN GROUP DIGITAL MARKETING AGENCY

Graphic & Web Designer | 2019 - 2021

- Collaborated with the creative team to design and produce digital and print artwork.
- Collaborated with developers and ux/ui designers to create ui systems and translate wireframes into website designs.
- Created original motion designs for social media and web platforms.
- Mentored team members and led workshops in motion and design.

SCHNUCKS MARKETS

Graphic Designer - Contractor | 2019

- Developed original content, including digital designs, animations, and photography.
- Concepted and art directed photo shoots, managed social media accounts, and captured event photography.
- Adapted print designs for social media and web, while maintaining brand standards.



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AZULLE TECH

Graphic Designer - Contractor | 2017 - 2019

- Collaborated with the creative team to design and produce digital artwork for marketing and promotional materials.
- Spearheaded the re-design of websites including from start to finish.
- Created and concepted original content for social media, email, and print campaigns.

NF SKIN

Packaging Designer | 2014 - 2017

- Worked closely with clients to create logos, branding, and packaging designs for cosmetic labels and boxes.
- Managed designs from concept to final production.

education & certifications

MURRAY STATE UNIVERSITY

Bachelor of Fine Arts / Graphic Design

SCHOOL OF MOTION

Principles of Animation - Animation Bootcamp

skills

- Art Direction: Demonstrating expertise in providing visual direction and guiding the creative process from concept to execution.
- Branding and Identity: Creating and maintaining a consistent brand image through strong visual storytelling and brand guidelines.
- Visual Communication: Strong visual storytelling skills, utilizing typography, color theory, and layout principles to convey impactful messages.
- Project Management: Demonstrating excellent organizational and time management skills to meet project deadlines and manage multiple priorities effectively.
- Motion Graphics: Proficient in creating captivating motion graphics and animations to enhance storytelling and engage audiences across various digital platforms.
- Web Design: Expertise in designing user-centric and visually appealing websites, ensuring seamless user experiences and intuitive navigation.
- Creative Strategy: Developing innovative and effective strategies that align with business objectives and target audience

software

- Adobe CS: Illustrator, Photoshop, InDesign, After Effects, XD
- Microsoft: Teams, PowerPoint, Word, Excel
- Figma
- Sketch



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