



MIKE GUTIERREZ

GRAPHIC DESIGNER / SR. ART DIRECTOR

Senior Art Director with 15 years of experience delivering standout design for brands like Nissan, AutoNation, JetBlue, Johnson & Johnson, Kay Jewelers and Bed Bath & Beyond. Expert in branding, visual identity, editorial, and digital/social design, with a BFA from Miami International University of Art & Design. Passionate about creating inclusive, impactful, and visually compelling work.

📞 954.812.5961

✉️ mdguter311@hotmail.com

📍 Fort Lauderdale, FL

EXPERIENCE

Hero Collective

Sr. Art Director | Sept 2022 - Jan 2026

- Worked on branded and awareness campaigns for pharmaceutical clients, including Johnson & Johnson, developing visually engaging creative that balanced impact while navigating regulatory and compliance requirements.
- Contributed senior-level creative direction across brand, campaign, and digital & social work for mission-driven and culture-focused clients.
- Collaborated closely with strategists, copywriters, and account teams to shape integrated campaign ideas.
- Developed and executed visual systems that translated strategy into clear, compelling design solutions.
- Played a key role in new business pitches, contributing creative concepts, visual narratives, and presentation decks.
- Ensured all creative aligned with Hero Collective's values around equity, inclusion, and social impact.

Zimmerman Advertising

As. Design Director / Art Director | Nov 2011 - Sept 2022

- Works with a team of Creative Directors, Copywriters & Designers. Also works closely with account directors, media and social teams and studio production, animators & developers.
- Responsible for branding & re-branding for clients including logo design, typography, color exploration and brand guidelines.
- Worked on concepts for TV commercials, social & digital campaigns.
- Works regularly on client pitches including concepting TV and social, designing print, OOO, digital & branding elements.
- Art directing photo shoots and TV commercial shoots.
- Clients include: Nissan, AutoNation, JetBlue, Key Jewelers, Bed Bath & Beyond, Lazyboy, Walk-Ons Sports Bistreaux & more.

Bridger Conway

Intern / Graphic Designer | 2010 - 2011

- Worked with a small team of designers and copywriters.
- Branded new condominiums and hotels in the South Florida area.
- Designed logos, OOO, brochures, signage, architectural floor plans & website wire-frames.

EDUCATION

BFA in Graphic Design

Miami International University of Art and Design | 2008 - 2011

- Member of the Design Honors Team
- Worked directly with non-profit organizations
- AIGA Member (Miami, FL)

Gold National Student Addy Award winner - Wyn Magazine / publication design
Americian Advertising Federation

CORE SKILLS

- Branding & Visual Identity
 - Typography
 - Layout & Composition
 - Digital & Print Design
 - Art Direction
 - Social Media & Marketing Design
 - Presentation Design
 - Web Design
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TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma
- Canva
- Pixelmator
- Microsoft PowerPoint
- Apple Keynote