

When I was eight years old, I was invited to Brian Herrera's birthday / Halloween party. I wanted to dress as "The Human Torch" from Fantastic Four.

To prepare, I -

- collected information on fire safety from the library,*
- completed several levels of test runs on my homemade protection suit design with the bunsen burner from my Gilbert chemistry set; first using my Captain Kirk action figure, and then my index finger.*
- called long distance from Kansas City, Kansas to Los Angeles, California to speak with the stunt department at Universal Studios (I told them it was a school assignment; as my voice dropped early, they actually patched me through and answered most of my questions).*

See, my plan was to actually use FIRE. In a responsible way.

My mother taught 5th grade GT. I knew this might be a hard sell.

Sure enough, she refused to let me set myself ablaze, not even "just for a minute". Full stop.

She did, however, appreciate the written proposal, and as a compromise, my mother taught me to sew. Together we constructed a (non-flammable) Captain Marvel costume instead.

I think about this story every time I learn something new.

In my professional life, I have progressed from a stint as a design firm admin to a corporate EVP.

- At FCB San Francisco, I organized 172 direct reports in 14 different disciplines by transforming a conference room into a mission control. I also created a retail ad construction team so efficient that the seven of us progressed from making 60 ads every two weeks to over 600 ads per day in just eight months.*
- At FCB New York, I utilized designed a system that allowed New York and San Francisco to work as a single office, removing impediments in time, logistics, and resources while providing a uniform workflow.*
- Then, I began my BBDO New York career by restructured their traditional print department into a tactile creative production studio; writing new programs, databases, and manuals; created a highly successful and transparent flat rate billing system, and maintained an average 28 percent profit margin for over a decade.*
- I continued there as Director of Creative Engineering, where I was responsible for physically realizing production ideas that were considered dangerous or had been identified as impossible by qualified professionals; earning Lions, Pencils, Cubes, Effies, Tyffies, and a chance to help write a MARVEL comic book.*
- As Director of Diversity, I created original initiatives which focused on the necessity of dignity as a business essential.*

I start creating where others stop dreaming, build without panic, balance severe constraints of time and budget, and smoothly organize people / places / things across expertise and time zone.

I also construct programs and events which help individuals better recognize what makes them stronger together and unique when on their own.

I have always enjoyed making the seemingly impossible achievable. Creating magic.

However, as an adult, I've found that I am much better at putting out fires than wearing them.

Thank you for your time.

jd michaels · *holla@jdmichaels.me*

Brooklyn, New York

WWW.JDMICHAELS.ME

corporate

BBDO

: New York

[08/15 - 01/19] executive vice president / director of creative engineering + director of diversity

[03/08 - 07/15] senior vice president / director of print services

[03/03 - 03/08] vice president / director of print services

Foote, Cone & Belding

: New York

[11/01 - 03/03] business management, process engineering / workflow design for Creative Services division.

[03/01 - 11/01] vice president / process director: AT&T Wireless: [creation of bicoastal retail ad business and online control center]

: San Francisco

[01/01 - 03/01] vp / director of digital art studios [digital art, production, art buying, imaging, manual]

[07/00 - 01/01] vp / manager of creative operations [art directors + art studios] and agency process consultant

[02/00 - 07/00] vice president / digital studio manager

[07/98 - 02/00] digital studio manager - AT&T Wireless

: New York

[03/98 - 07/98] digital studio manager (PM)

[10/96 - 03/98] digital artist / project manager - Gevalia Kaffe, Universal Studios, Citibank Investment Services; art direction for AT&T, Tropicana

J. Walter Thompson

: New York

[07/95 - 10/96] type department manager

[11/94 - 07/95] digital artist Nestlé, Wall St. Journal, Rolex, Citibank, Clairol, Kodak

[03/94 - 11/94] type department administrator

The Burdick Group

: San Francisco

[04/93 - 03/94] office administrator, in-house graphic artist [SF design firm - Rock and Roll Hall of Fame interiors].

previous

: San Francisco

[03/91 - 04/93] Private Tutor. Cafe Manager. Nanny. Telephone Psychic. Fiancé. Lead Singer in southern rock band.

[10/89 - 03/91] Beach Blanket Babylon (San Francisco) principal performer

: Los Angeles

[10/89 - 03/91] Guide - Universal Studios Tour

education

: Yale University

[09/84 - 05/88] Bachelor of Arts in Literature (specific focus in hypertextual narrative structure), composer, playwright

: Sumner Academy of Arts and Science

[09/79 - 05/84] theatre, marching band, track team [1 day], singer-who-moves in local theme park shows, art-house cinema projectionist, john hughes character study

: Notre Dame de Sion

[09/70 - 05/79] reading, writing, arithmetic, the knowledge that all people are unique and deserve dignity

selected awards

Cannes Titanium Lion: HBO Cube / Cannes Gold Lion: BBC / The One Club: Creative Leader Pencil / BBDO: Founder's Award / Clios / Addys / Effies / AAF Mosaic Award / AdColor
Loreen Arbus Champion for Disabilities

tools

Illustrator / InDesign / Photoshop / Dreamweaver / Keynote / Final Cut Pro / Ableton Live / Digital Performer / Filemaker / Server Admin / Excel (including pivot charts) / Duct Tape

arts

CabsEverywhere Productions

[03/86 - present] independent art / music / literature / design

misc.

: proactive; creative; cheerful; motivated; ready to work; and once I had a job as a telephone psychic. Okay; Twice.

