

MIA PALLAZZA

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Art Director with 5 years of experience developing integrated, insight-led creative across digital, social, and traditional channels. Driven by profound passion for art and fueled by endless curiosity, a strong conceptual thinker with refined visual craft, skilled at translating strategy and consumer behavior into culturally relevant, high-performing work.

EDUCATION

Bachelor of Science (B.S.) – *University of Colorado, Boulder*

Aug 2017 - May 2021

Major in Strategic Communications Specializing in Media Design, Minor in Journalism

EXPERIENCE

Art Director – *Remitly*

June 2025 - Present

Created data-driven performance creative for global paid social channels, producing localized video and static content optimized for acquisition and engagement. Collaborated with multilingual influencers and creators to concept and produce culturally relevant TikTok campaigns. Worked cross-functionally with Growth Marketing and Analytics to iterate, test, and scale top-performing assets across regions.

Art Director – *Carmichael Lynch*

June 2022 - June 2025

developed integrated campaigns for Subaru of America, Hostess, Nestlé Health Science, Conoco Gas, and Pedego Electric Bikes. Led creative development and production of 360° assets for Subaru's national campaigns and charity initiatives, contributing to the brand's #2 ranking on Forbes Best Brands for Social Impact 2024. Partnered with Strategy, PR, and Account teams to build insight-driven concepts, align cross-functional creative, and support new business opportunities.

Art Director, Climate Design Consulting (Volunteer) – *Climate Designers*

Jan 2025 - Present

Led brand development for Pacific Northwest Climate Week, including the creative brief, brand system, and region-wide design competition. Collaborated with designers, stakeholders, and environmental organizations to align creative direction with sustainability goals and community engagement.

Freelance Art Director/Lead Artist – *Foodquirk*

Oct 2021 - Jun 2022

Directed creative strategy and design for Beta 2.0 website launch and fundraising campaign. Illustrated and art-directed a digital collection of 8,000+ NFTs supported by a branded landing page and social rollout.

Art Director Mentee – *Butler, Shine, Stern & Partners*

Oct 2021 - Nov 2021

Developed an integrated product launch campaign for Noosa Yoghurt as a winning entrant of The One Club Mentorship Program. Partnered with Creative Directors and Copywriters to concept non-traditional activations and multi-platform storytelling.

Contract Junior Art Director – *The Ocean Agency*

Jul 2021 - Oct 2021

Led a full redesign of social + marketing materials in collaboration with the United Nations (UNESCO) and Adobe. Produced digital campaigns and educational print assets supporting global ocean conservation efforts.

SKILLS

Creative Concepting, Integrated Campaign Development, Performance Creative, Visual Storytelling, Brand Identity, Art Direction, Digital & Social Content, Adobe Creative Suite, Figma, Layout & Typography, UX/UI, Motion Storytelling, Illustration, Cross-Functional Collaboration, Creative Strategy.