Milesandra Arredondo

Art Director

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SUMMARY

Art Director who turns a human insight into a campaign world people can step inside: integrated, 360 work across OOH, print, social, experiential, app and press. Nearly a decade on editorial fashion sets trained my eye; years in brand strategy at Sterling (Omnicom) and Jones Knowles Ritchie taught me to anchor every image in an idea. I take work from pencil thumbnail to finished frame myself, directing AI image and video tools the way a director runs a crew.

EXPERIENCE

Art Director | Independent, Brooklyn, NY | October 2026 to Present

- From early concept through final delivery, I guide projects with a balance of strategic insight and hands-on design. My agency experience allows me to work closely with clients and collaborators to deliver impactful, long-lasting solutions.

Creative Training | Full-time | May 2025 to October 2026

- Completed the NEXT Art Director Program with Jason Murray, developing four integrated campaigns from insight to finished case study.
- Trained in Cinema 4D, Substance Painter, animation, motion design, lighting and cinematography through School of Motion, and in Houdini VFX through Rebelway, building the literacy to brief and direct 3D, motion and VFX artists.
- Built a production workflow from sketch to final frame: Photoshop compositing, Figma layout, and AI image and video generation in Flora.ai and Weavy.

Brand Strategist | Sterling (Omnicom) | 2023 to 2025

- Built brand architecture, naming and packaging-design systems for CPG and lifestyle clients including Alcon, Applegate, IAMS, VEG and DIXIE.
- Turned consumer insight into creative territories and visual direction that senior stakeholders could see and sign off on.
- Wrote a published thought-leadership piece on Mindful Consumption. Employee of the Month, February 2024.

Account Manager | Jones Knowles Ritchie | 2022 to 2023

- Managed $450K+ rebrands for Bud Light, Michelob Ultra and Dollar Shave Club across global packaging and brand design.

Senior Account Manager | Modeworld | 2019 to 2021

- Repositioned Mary Young through editorial and influencer storytelling for 7% year-over-year growth, shifting production fully remote at the start of Covid.

Account Executive | Purple | 2019

- Ran fashion week shows, events and dinners, handling brand communication at the point of contact.

Founding Editorial Team, Junior Fashion Editor | Mission Magazine | 2017 to 2019

- Curated editorial spreads and photoshoots featuring Gucci and Prada, growing digital engagement 40%.

Fashion Stylist's Assistant | Editorial and commercial sets | 2010 to 2019

- Assisted leading stylists Karl Templer, Marie Chaix and Roxane Danset through New York Fashion Week and editorial shoots, learning how light, casting, styling and composition build an image.

SKILLS

Art Direction: concept and campaign development, integrated 360 campaigns, world-building, casting and styling direction, composition, lighting and color, typography and layout, pitch decks

Design and Production: Adobe Photoshop, Figma, Premiere Pro

AI Image and Video: Flora.ai, Weavy, Midjourney, Nano Banana, ChatGPT, Runway, Kling, Seedance

Motion, 3D and VFX Literacy: Cinema 4D, Substance Painter, Houdini, animation and motion design principles, lighting and cinematography

Strategy: brand positioning, consumer insight, trend research, behavioral economics, naming

EDUCATION AND TRAINING

Fashion Institute of Technology | AAS, Advertising and Marketing

NEXT Art Director Program | Jason Murray, 2026

School of Motion | Cinema 4D, Substance Painter, animation, motion design, lighting and cinematography

Rebelway | Houdini VFX

Certifications: Cannes Lions (Creative Thinking, Creative Leadership, Storytelling); Future London Academy (Innovation Strategist); Level C, Marty Neumeier (Brand Strategist); Ogilvy (Behavioral Economics)