



Michael Marucco

Art & Creative Direction

EU & US Citizen
can work in US + Europe without work visa

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SUMMARY

Executive Creative Director with a distinguished record of leading global brand transformations and high-stakes retail turnarounds. Renowned for balancing premium, culture-shaping storytelling with aggressive commercial growth, including driving a 19-point performance swing at A&F and scaling Victoria's Secret's digital ecosystem from \$1B to \$1.8B. Expert in building modern, high-velocity creative infrastructures that revitalize legacy brands.

EXPERIENCE

Michael Marucco Design (Amsterdam, NL / Global)

Creative Director & Founder | 2018 - Present

Brand Identity: Partnered with founders & executive teams to build effective brand systems & visual identities for RecruitOS, So.Into.This, Global Rhino & Media Lasso.

Digital Product & Site Strategy: Directed UX/UI & site design for high-growth platforms and firms including SmartSearch Inc, Midland Architecture, and Keating Farm.

Omnichannel Creative: Delivered multi-channel campaign assets and creative solutions for a premium retail and lifestyle portfolio including ECCO, DSW, Dick's Sporting Goods, Wrensilva, and Outdoorsy.

Old Navy (San Francisco, CA, USA)

Senior Art Director (Contract) | 2019 - 2021

Production Innovation: Directed 12+ global location and studio campaigns while architecting crisis-era remote shoot framework (9 quarantined household shoots), transitioning the brand to virtual-set leadership for a milestone \$9B revenue year.

Global Campaign Strategy: Led cross-functional teams from concept through post-production, overseeing specialized photography, styling, casting, and motion.

Shoot Direction: Led high-stakes location and studio sets, partnering with photographers, set designers, stylists & producers to align with executive approvals.

Growth & Acquisition: Contributed to digital-first creative systems that captured 3.4M new customers in a single quarter and drove a 61% surge in e-commerce sales.

Abercrombie & Fitch (New Albany, OH, USA)

Creative Director - A&F and abercrombie kids | 2015 - 2018

Brand Turnaround: Co-led the digital creative pivot that supported a 19-point comparable sales swing (from a -10% decline in 2014 to a +9% increase by Q4 2017).

Operational Velocity: Doubled seasonal execution speed (50% timeline reduction) by re-engineering production pipelines, streamlining cross-functional workflows, and accelerating creative approvals.

Team Scaling: Expanded the creative marketing team by 3.7x (from 4 to 15 designers), building high-impact internal capabilities across motion design, social, and digital storytelling.

Executive Leadership: Directed holistic marketing for two global brands, managing 12+ art directors across site, social, paid media, and store signage.

Strategic Rebranding: Aligned all creative output with Abercrombie's global aspirational rebrand, elevating digital storytelling and visual consistency across every product category.

SOCIAL

 michaelmarucco.com

 michaelmarucco

 @michaelmarucco

EXPERTISE

- Creative Leadership
- Art Direction
- Team Development
- Production Infrastructure
- Talent Recognition
- Process Optimization
- Brand Stewardship
- Campaign Direction
- Visual Identity
- Photo Direction
- Video Direction
- Storyboarding
- Set & Prop Direction
- Cross-Functional Collab
- Digital Content
- Social Content
- AI Ideation
- Strategic Patterning
- Roadmapping
- Omnichannel Execution
- Collaboration
- Presentation Prep
- Brand Positioning

Victoria's Secret (New York, NY, USA)

Senior Art Director | 2008 – 2014

Revenue Growth: Evolved the digital commerce experience to support a revenue surge from \$1B to \$1.8B in annual online sales.

Efficiency & Innovation: Optimized email production to increase output by 160% while reducing design headcount by 60%. Reallocating those internal resources to launch and scale the What's New interactive lookbook program.

Peak Performance: Led creative infrastructure and campaign systems that drove a 10x increase in Black Friday and Cyber Monday digital revenue over 5 years.

Team Leadership: Scaled the digital design organization from 7 to 15+ designers (2 to 6 distinct teams), expanding in-house motion, social, & editorial capabilities.

Omnichannel Branding: Designed and implemented the Victoria's Secret Sport logo and brand identity across all digital, print, and retail marketing channels.

Digital Innovation: Directed 360° creative for high-profile initiatives including the VS Fashion Show online experience and the What's New weekly interactive lookbooks (80+ features annually).

The Associated Press (New York, NY, USA)

Senior Graphic Designer | 2007 – 2008

Lead designer for AP Hosted, a scalable suite of white-labeled web modules and real-time news feeds syndicated to thousands of regional newspaper websites globally. Engineered modular layout systems for dynamic content including Global News, Money & Markets, and real-time sports networks

Third Mind (New York, NY, USA)

Graphic Designer | 2005 – 2007

Digital & multimedia for Condé Nast (GQ, Vanity Fair, Wired) and the New Yorker Festival. Led homepage designs for Pantone.

Bath & Body Works (Columbus, OH, USA)

Graphic Designer | 2003 – 2005

Designed in-store marketing, visual merchandising, and retail campaign assets across national markets.

The Columbus College of Art & Design (Columbus, OH, USA)

Adjunct Instructor | 2001 - 2003

Instructor for several courses including Art Direction, Portfolio Prep and Flash.

Limited Brands (Columbus, OH & New York, NY, USA)

Graphic Designer | 1999 – 2003

Developed internal brand trend reports and digital experiences supporting global design and product teams across 13 retail brands.

SOFTWARE

Hands On

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Capture One
- Adobe XD
- Figma
- Microsoft Suite
- Google Suite

Directional

- Adobe Premier
- Adobe After Effects
- Final Cut Pro

EDUCATION



BFA, Graphic Design

The Columbus College
of Art & Design

Columbus, OH, USA

REFERENCES

Elizabeth Nolan
SVP/Global Creative
Clinique

Richard Irving
Senior Creative Director
Hollister

Anna Jepson
Art Director
Ralph Lauren