

MICHELLE CLOSSER

Art Director | Brand Designer | Motion Designer

Brand and creative leader with 8+ years of experience developing integrated campaigns, evolving brand identities, and leading multidisciplinary teams. Skilled in translating business objectives into compelling visual experiences across digital, print, motion, social, and experiential channels.

Contact

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01 Experience

Art Director

FC DALLAS | FRISCO, TX

JAN 2026 - PRESENT

Lead creative vision and execution across FC Dallas and affiliated brands, ensuring a cohesive visual identity across digital, social, print, email, partnerships, and in-stadium experiences.

Partner with sponsors, agencies, and external brands to develop integrated creative that aligns business objectives while maintaining the integrity of the FC Dallas brand.

Oversee brand governance by approving externally produced marketing materials, merchandise, signage, and partnership creative before production.

Establish creative priorities across simultaneous campaigns, balancing quick-turn social content with large-scale brand initiatives and experiential marketing.

Manage end-to-end production with external vendors, overseeing completion from initial bid through final installation, ensuring quality, budget, and timeline objectives were met.

Senior Graphic Design Manager

FC DALLAS | FRISCO, TX

AUG 2022 - JAN 2026

Led the execution of integrated marketing campaigns across digital, social, email, print, presentations, and large-format stadium environments, translating creative briefs into compelling brand experiences.

Managed a high-volume creative pipeline of 2,100+ annual requests, guiding the team to deliver 8,000+ assets on time while balancing high-priority initiatives and evolving business needs.

Supervised a team of five designers by managing project priorities, providing day-to-day creative feedback, and optimizing workflows to improve quality, efficiency, and on-time delivery.

Built scalable design systems, templates, and brand guidelines that strengthened visual consistency across FC Dallas and affiliated properties.

Collaborated with cross-functional teams to develop creative solutions supporting marketing, partnerships, ticketing, and community initiatives.

Graphic Designer | Motion Graphic Designer

FC DALLAS | FRISCO, TX

SEPT 2019 - AUG 2022

Created multi-channel creative solutions across digital, print, social media, merchandise, and large-format applications, supporting FC Dallas and affiliated properties while maintaining brand consistency.

Created motion graphics, animated LED content, and social media assets that enhanced matchday experiences, increased fan engagement, and brought the FC Dallas brand to life across digital and in-stadium platforms.

Developed creative for multiple brands including FC Dallas, National Soccer Hall of Fame, and North Texas SC, adapting visual systems and design approaches to meet the unique needs of each audience.

Created reusable templates and design systems that improved creative efficiency and streamlined production workflows.

02 Achievements & Certificates

DSVC | MAR 2026
'Inside the Game' Panelist

GOOGLE | AUG 2021
Foundations Of User Experience

GOOGLE | MAY 2021
Fundamentals Of Digital Marketing

SCAD | NOV 2018
Magna Cum Laude Graduate

Education

BFA: Graphic Design | Minor: Motion Media
Savannah College of Art and Design

Skills

Art Direction	Campaign Design	Visual Storytelling	Cross-functional Collaboration
Design Systems	Creative Direction	Team Leadership	Adobe Creative Suite
Brand Guidelines	Motion Design	Project Management	