

# Mychael Metcalf

CREATIVE DIRECTOR

## Detroit

If you're looking for a giant ego, a pretentious tantrum thrower or a tortured artist kind of creative soul, sorry, that's not me. I'm more of a highly motivated roll up your sleeves and let's get this done kind of guy. Whether that's for small pro bono projects that focus on giving back to the community or executing creative for multiple leading Fortune 500 clients.

I believe a challenging environment can inspire creativity. I also believe that creativity should be used to evoke emotions from the soul of the consumer. My attempts to do that have led me to quite a few interesting places and I've gained a wealth of knowledge to go along with it. I've head butt Gary Busey, dodged a tornado with rapper T.I. And been kidnapped by cabbies in Seattle all in the name of getting the clients message out to a masses.

And honestly as a visual person I think it's time for me to end with all the words and say here's to hoping that what you see from me evokes an emotion from within you.

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248 943-9026 mobile

## WHAT I'VE BEEN DOING . . .

Creative Director

## McCann Detroit

Creative Director for U.S. Bank and GM Workforce

- TV
- OLV
- Digital

Detroit, MI

Mar 2022 - Present

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Creative Director

Dearborn, MI  
Jul 2014 - Present

## GTB / VMLY&R

Creative Director for Ford Pro, Ford Truck and Ford + NFL.

- TV
- OLV
- Digital

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Sr Art Director

Troy, Michigan  
Jul 2013 - Jul 2014

## Leo Burnett

Sr Art Director for GM Fleet & Commercial

- Traditional
- Event/Exhibition
- Catalogue
- Digital

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Sr Designer

Detroit, MI  
Mar 2011 - Jul 2013

## Jack Morton Worldwide

Sr Designer for following clients:

- Cadillac
- Buick
- Chevy

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Sr Art Director (Occasional A.C.D.)

Warren, MI  
2000 - Dec 2010

## Campbell-Ewald

VP Sr Art Director for Chevy National and Regional

Sr Art Director for Olympic Paint

Sr Art Director for New Business

A.C.D For Chevy African American (Previously)

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Art Director

Southfield, MI  
1996 - 2000

## GlobalHue Advertising

Art Director for following clients:

- Chrysler
- Jeep
- KMart
- Dominos Pizza
- The Michigan Lottery

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Art Director

Centerville, OH

## Forest Grove Advertising

Art Director for following clients:

- The Ohio Lottery
- The Washington D.C. Lottery
- The Ohio Department Of Transportation

### WHERE I LEARNED TO DO IT . . .

Creative Director

Dearborn, MI  
Jul 2014 - Mar 2022

## GTB

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## Modern College of Design

Kettering, OH  
Sep 92 - Present

Study of Graphic Design, Art Direction, Illustration,  
Photography and Marketing

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## Columbus College of Art and Design

Columbus, OH

Study of Illustration, 2-D Design, 3-D Design and Art History.

WHERE TO FIND ME . . .

## Contact info:

(248) 943-9026

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