



MICHAEL DELPUP
Design Director

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SKILLS:

Creative Strategy
Art Direction
Brand Systems
Visual Storytelling
Design Leadership
Concept Development
Omnichannel Design
Visual Identity
CPG Branding
Cross-Team Collaboration
Packaging Design
OOH Advertising
Print Production

SOFTWARE / TOOLS:

Adobe CC:
Illustrator
Photoshop
InDesign
Firefly
Gemini
Chat GPT

Figma Slides
FigJam
Keynote
Miro
Microsoft 365
Microsoft Teams
Slack
Basecamp

SUMMARY:

Design Director with 12+ years of experience creating and evolving visual identity systems across global CPG brands and a diverse range of industries. Collaborative leader who partners with clients and cross-functional teams to develop strategies and concepts that solve problems through simple and cohesive brand worlds.

EDUCATION:

Savannah College of Art and Design (SCAD), Savannah, GA
BFA, Graphic Design, MAY 2014

EXPERIENCE:

Design B&B, Chicago, IL | Design Director

SEPT 2025 – AUG 2026

- Led the creative for a global health-snack company packaging relaunch, balancing brand consistency with strategic evolution
- Collaborated with the internal design teams and led external creative partners to develop a unified visual identity and packaging rebrand for a global personal care company
- Directed and mentored designers through internal reviews, execution, and technical growth, helping strengthen the teams creative capabilities
- Partnered with clients and teams to present creative, discuss design rationale, gather feedback, and move projects forward with clarity
- Oversaw final creative and mechanical artwork, collaborating closely with the production artist by bringing a strong understanding of color, composition, typography, imagery, print, and production

OffWhite Co., New York, NY | Design Director

JUNE 2023 – NOV 2024

- Developed brand identities, visual systems, and creative concepts for emerging regional businesses to established global brands across multiple categories
- Translated brand strategy and creative briefs into distinctive visual directions, building flexible design systems that extend across packaging, print, digital, and other brand touchpoints
- Designed and art directed with in-house designers and external creatives, providing direction toward maintaining a consistent vision
- Communicated directly with clients on a daily basis for a smooth workflow and transparency of project progression
- Managed multiple projects simultaneously while identifying creative opportunities, solving design challenges, and elevating directions with an attention to detail and high level of craft

Local Bounti, Hamilton, MT | Design Director

JUNE 2022 – JUNE 2023

- Led the creative initiatives for a full brand refresh, evolving visual concepts and applying the new direction across digital, packaging, trade show environments, and supporting physical brand materials
- Partnered closely with the in-house design team on continuous brand, production, and packaging updates during product development
- Directed and supported with multiple photo-shoots advancing the visual language and storytelling of the brand

OffWhite Co., New York, NY | Junior Designer – Senior Designer

SEPT 2014 – JUNE 2022

- Designed and collaborated with internal creative teams to build visual systems and brand identities for over 30+ CPG companies
- Expanded expertise across the full design process, from strategy, discovery, package design, photo editing, and final production
- Supported culinary and editorial photo shoots and press checks, understanding the design-to-print workflow