



mcSq Design

Michael Chuang

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Creative leader and multidisciplinary designer with a proven track record of driving high-impact digital campaigns across entertainment, telecom, and healthcare industries. Combines strategic thinking with hands-on execution to bridge creative vision and technical delivery. Known for leading cross-functional teams, elevating brand storytelling, and delivering measurable growth through innovative design and user-centric experiences.

EXPERTISE

- Creative Direction & Art Direction
- Digital Campaign Development
- UX/UI Design & Interaction Design
- Video, Motion & Social Content Production
- Front-End Development
- Cross-Functional Team Leadership
- Brand & Performance Marketing

PROFESSIONAL EXPERIENCE

imre, Baltimore, MD (Remote)

Senior Art Director | May 2022 - January 2025

Led creative development across digital, social, and video for major pharmaceutical brands including GSK, AstraZeneca, and Aveo.

Key Contributions:

- Directed and executed multi-channel social campaigns, increasing engagement and reach across patient and caregiver communities.
- Launched AstraZeneca's first Pinterest campaign for Calquence, expanding platform presence and audience reach.
- Elevated creative strategy for Calquence Cares Facebook community, improving relevance and resonance with target audiences.

mcSq, Denver, CO

Creative Director | Developer | December 2019 - Present

Provide strategic creative direction and development services for media, telecom, and entertainment clients.

Key Contributions:

- Supported digital campaign development for the Netflix Paul vs. Tyson fight, contributing to 60M+ household viewership.
- Developed targeted campaigns for WOW! Internet, driving ~18% user growth in newly acquired Midwest markets.
- Delivered end-to-end creative solutions across video, social, and digital platforms.



PROFESSIONAL EXPERIENCE *cont.*

STARZ Entertainment, Englewood, CO

Interactive Art Director | June 2012 - May 2019

Led a team of designers and developers supporting Digital Marketing, Originals Marketing, PR, and International teams.

Key Contributions:

- Directed award-winning digital press kits for Power (S5) and Black Sails (S4).
- Contributed to 35% YoY increase in STARZ app usage through integrated digital campaigns.
- Implemented version control workflows and peer coding practices, improving team efficiency and collaboration.
- Drove awareness of original series through innovative digital and social campaigns.

Senior Interactive Designer | March 2008 - June 2012

Executed full-funnel digital campaigns across web, social, email, and rich media.

Key Contributions:

- Led design for integrated campaigns spanning banners, email, social, and web.
- Championed increased use of video content, enhancing engagement and showcasing original programming.
- Helped upskill team in development capabilities, improving overall department versatility.

EDUCATION

Full Stack Web Development Bootcamp - University of Denver

BFA, Graphic Design - California College of the Arts

BFA, Fine Art - Metropolitan State College of Denver

AAS, Graphic Design - Community College of Denver