



MICHELLE BROWN

Graphic and Web Design

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3932 Hecktown Road
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DESIGN EXPERIENCE

Neo-Pangea

Design Intern, Freelance Designer

October 2018 – February 2019 | Reading, PA

- Developed original content to increase the clients social presence.
- Prepared assets for multiple projects for print and web based media.
- Participated in weekly conceptual brainstorming meetings.
- Collaborated to create innovative campaigns and graphics for clients such as McCormick, Disney, Unique Pretzels, CBS Star Trek, and WWE.

The Access Group

Creative Intern

May 2018 – August 2018 | Berkeley Heights, NJ

- Collaborated with the lead Art Director and Copywriting Department to create original concepts for pharmaceutical advertising pitches.
- Coordinated with multiple departments to create internal and external content for company blogs, presentations, and client materials.

Historic Bethlehem Museums and Sites

Creative Intern

May 2017 – August 2017 | Bethlehem, PA

- Designed advertising materials for exhibitions and museum events.
- Assisted with the redesign of every historical site's web page.
- Created custom signage, web graphics, and promotional materials for annual events including Apple Days, Musikfest, and Blueberry Festival.

Kutztown University, Communication Design Department

Social Media and Website Manager

August 2017 – October 2018 | Kutztown, PA

- Updated the department's social media and web pages including their Instagram, Facebook, Twitter, and WordPress site.
- Communicated with faculty and students to generate posts on school events, university updates, job postings, and other relevant materials.
- Increased the department's follow and like rate by 75%.
- Wrote copy and custom hashtags.

LEADERSHIP EXPERIENCE

Kutztown University, Communication Design Print Lab

Head Print Lab Monitor

August 2017 – May 2019 | Kutztown, PA

- Trained newly hired monitors on equipment and procedures.
- Created new streamlined print lab materials such as info sheets, schedules, signage, and printing forms.
- Completed inkjet, laser, and engraving jobs using professional printers on tight deadlines.
- Worked as liaison with Faculty Supervisor on a daily basis regarding schedules, maintenance, customer service, inventory, and work flow.

EDUCATION

Kutztown University of Pennsylvania
Kutztown, PA

BFA Communication Design

Dean's List Fall 2016 – Spring 2019

AWARDS

Sharadin Award, October 2018

Academic Achievement

VOLUNTEER WORK

AIGA Kutztown Chapter

Public Relations, August 2017 – May 2018

- Collaborated with club officers to create and organize events for 60+ student members.
- Documented photographs and advertised promotional materials.

Designathon Committee, February 2018

- Lead committee meetings and directed student volunteers.
- Designed materials used for activities.
- Assisted with preparing event area for clients and students.

KUCD Designathon

Designer, March 2016, 2017

- Participated in a 24-hour pro-bono design marathon for non-profit organizations.
- Designed a promotional mailer for A Step Up Academy.
- Created a logo for Fleetwood Area Public Library.

Team Leader, March 2018, 2019

- Lead a team of designers to create an original brochure to promote Kutztown Area Early Learning Community and Vintage Paws and Pals Program.

TECHNICAL SKILLS

Fluent

- Adobe Illustrator, Photoshop, and InDesign
- HTML5 and CSS3
- Logo, Editorial, and Print Design

Skilled

- Adobe After Effects and XD
- UX/UI Design
- APIs
- Java and JSON

Experienced

- Wordpress
- Apple Pages and Keynote
- Microsoft Word and PowerPoint