

# Michelle Weaver

774.364.0562

michelle.weaver2011@gmail.com

West Boylston, MA



Online Portfolio:

[mweaverdesign.com](http://mweaverdesign.com)

## Employment Experience

### Graphic Designer

**Massachusetts Dental Society, April 2017 – present**

- Collaborated with a team to promote Yankee Dental Congress, an annual trade show that has over 25,000 attendees each year.
- Designed Yankee's yearly theme, and used it consistently across brochures, direct mailers, signage, web images, social media posts and promotional videos.
- Trained a less experienced designer, helping her understand the brand guidelines, file management system and how MDS functions as an organization.
- Consistently met deadlines while juggling multiple projects.
- Reworked our team's file management system to work with the staff being remote during the pandemic.

### Website Manager

**JDLeos.com, Freelance/Intermittent, September 2017 – present**

- Designed and set up a WordPress website, allowing the business owner to manage their content easily and independently
- Wrote custom template pages in PHP to allow changes to be made with little to no coding knowledge
- Periodically helped to ensure that plugin and theme updates did not create problems in the site's code, renewed SSL certificates, and maintained website security.

### Graphic Designer

**Webstone, a brand of NIBCO, October 2014 – March 2017**

- Collaborated in a marketing department, taking care of literature updates, product photography, website content updates, social media posts, vendor correspondence and trade show asset management.
- Added mobile functionality to the existing website, despite limitations created by the existing approved site design and the integrated B2B software.
- Designed and coded Webstone's Hydro-Core Boiler Compatibility app, available for iOS & Android

### Graphic Designer

**On-site at Dow through AVI-SPL, October 2011 – October 2014**

- Collaborated with other designers and art directors as part of an internal design agency.
- Designed brochures, flyers, posters, trade show booths, roller shades, PowerPoint presentations, web/email graphics, fillable forms and other miscellaneous materials to fulfill customers' business needs.
- Created custom digital illustrations.
- Communicated with customers from the conceptual stages of a project through to the project's completion.
- Worked creatively within the new brand guidelines, after release in 2012.

### Technology Specialist

**Newhouse Labs, June 2010 – May 2011**

- Answered software questions and helped students with design projects.
- Solved technological problems with computers and printers in the labs.

## Education

**Wachusett Regional HS Holden, MA**

- Graduated with high honor in 2007 (Class rank: 3 of 425)

**Syracuse University Syracuse, NY**

- Graduated with a BA, Summa Cum Laude, May 2011 (GPA, 3.91)
- Major in Graphic Design, S.I. Newhouse School of Public Communications
- Major in German, Minor in English & Textual Studies, College of Arts and Sciences

## Academic Honors & Awards

- S.I. Newhouse School of Public Communications Dean's List
- College of Arts and Sciences Dean's List
- Founder's Scholarship, Syracuse University
- Phi Beta Kappa, Delta Phi Alpha

## Skills & Proficiencies

- Conversational German
- Adobe Creative Suite: especially InDesign, Photoshop, Illustrator, Dreamweaver, AfterEffects, Bridge & Acrobat
- Building folded or die cut prototypes for proof of concept
- Working creatively within brand guidelines
- Photography, illustration & photo editing
- HTML 5, CSS, Javascript, Bootstrap, WordPress, some PHP
- Google Analytics & digital campaign tracking
- XCode, some Objective-C
- Android Studio, some Java
- Video & audio editing, Canva
- Microsoft Office: especially Word, Teams, OneDrive, Excel, PowerPoint & Outlook
- File management, organization & archiving
- Windows OS, Macintosh OS