

michelleriles

SENIOR GRAPHIC DESIGNER • ART DIRECTOR

714.878.8512 | info@michelleriles.com

www.michelleriles.com | www.linkedin.com/in/michelleriles

Education

Executive Masters in Business Administration, May 2017
Texas Woman's University, *Denton, TX*

BFA in Visual Communication, December 2010
The University of Texas at Arlington, *Arlington, TX*

Experience

AmTrust Financial, *Bedford, TX*
Senior Graphic Designer/Art Director, July 2016 - Present

Responsible for development and management of creative guidelines and processes for the marketing department

Frequently collaborates with internal teams and external clients, and acts as a consultant for design projects

Determines workflow, timeline and scheduling of projects, and assigns to team members as needed
Works closely with fellow designers, and directs creative work for traditional, digital and video projects
Actively works with team member and third party vendors, to replenish and maintain print inventory
Reports to the Marketing Director as part of a team of designers and a copywriter

Reviews weekly status and production reports with Marketing Director to help the team deliver efficient and quality results in a timely manner

Problem solves account, design and production issues on a daily basis

Designs print and digital projects as needed, including POP material, trade show booths, front-end web design, e-mail campaigns, and client proposals

AmTrust Financial, *Bedford, TX*
Graphic Designer, March 2014 - July 2016

Supports various departments within the company in coordinating, designing and producing their respective marketing materials such as direct marketing, advertising, branding, event materials, signage and other materials as required. Programs include extended service plans (ESPs) and warranty programs for retailers, dealers, distributors, and manufacturers in numerous consumer and automotive markets.

kREED+COMPANY, *Dallas, TX*
Art Director, February 2013 - January 2014

In-house designer that creates signage, e-mail campaigns, postcards, direct mail, magazine ads and other advertising materials for commercial and new multi-family real estate projects.

Creative Circle, *Dallas, TX*
Art Director, November 2012 - February 2013

Various part time projects for multiple clients.

Robinson Creative, *Southlake, TX*
Art Director, March 2011 - October 2012

Produced branding, signage and marketing campaigns for primarily multi-family companies from concept to final. Managed, maintained, designed and produced collateral on the sister company, Design Print Studio, an on-demand design portal as per demand of sales. Aided Creative Director/Producer with printed marketing collateral for the movie, "Beyond the Farthest Star", including but not limited to, postcards, DVD covers, shirt designs, book cover designs and other promotional items.

Skills

Software Skills

Mac and PC literate
Adobe Creative Suite
MS Office

Honors

UT Arlington

Golden Key Honor Society
National Honor Society
Dean's Honor List
Magna Cum Laude (UTA)

Awards

2011 Silver Student ADDY

"Elevate Design"
Mixed Media Campaign

2011 Bronze ADDY (3)

"GoRed American Heart Association"
Collaboration with Pinkerton Design

References

References and PDF portfolio

are available upon request

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Concussion, LLC, Fort Worth, TX

Creative Intern, May 2010 - August 2010 (Summer 2010)

Worked with the Account Service, Production, PR and Sales Interns as the Creative Intern on design concepts, execution and presentation of Armed Forces Insurance Adventure Area Campaign for the 2010 Armed Forces Bowl. Responsibilities for the AFB Campaign included publication design, art direction, and creation/production of deliverables. Was also given the opportunity to work on multiple projects under the creative supervisor for clients such as SafeHaven and Choctaw Casinos.

American Airlines Publishing, Fort Worth, TX

Design Intern, August 2009 - May 2010 (Fall 2009/Spring 2010)

Worked with the Creative Director and other professionals within the department on various creative projects of varying complexity, including the mock up of layouts for magazines such as "American Way", "NEXXOS" and "Cents". Aided the Editors with picture research for the monthly issue of the AA Women feature online. Other responsibilities included photo retouching, preparation of materials for presentations and masthead design.

Liberty Playing Cards, LLC, Grand Prairie, TX

Graphic Designer, May 2008 - January 2009

Worked in a fast-paced environment in a small office as the Designer for a diverse product line of playing cards and casino merchandise. Dealt with clients, outside vendors and other departments within the company on a daily basis to ensure the quick turnaround and production of materials.

IDC Westinghouse, Roanoke, TX

Assistant Manager/Production Artist, April 2007 - May 2008

Co-ordinated in-house production at IDC. Oversaw work of 12 other Graphic Designers. Implemented quick revisions to match the Art Director or buyer's requests. Experience in proofing, preflighting, preparing and press checking files. Primary responsibility was to assist in final art file production for retail packages, visual merchandising, and marketing collateral in a fast-paced environment. Interacted with factories located overseas, coordinating the mass production of various artwork for clients such as Black Flag, Walmart, Target, Grandin Road, Sears and SAM's Club.