

Michelle MacBeth

Graphic Designer



OVERVIEW

Experienced Graphic Designer proficient in managing end-to-end design processes, ranging from ideation to final execution., I possess a deep understanding of conceptualizing and delivering exceptional designs. My skill set encompasses Adobe Creative Suite and UI Design, including Illustrator, Photoshop, InDesign, as well as a strong command of HTML, CSS, and JavaScript. Combining my comprehensive knowledge of graphic communications, digital media, and Web technologies, I am adapted to crafting compelling visuals and delivering impactful digital solutions that captivate audiences and drive tangible results.

EDUCATION

Bachelors in Graphic
Communication and Minor
in Digital Media and Web
Technology

2023

University of Maryland Global
Campus, Adelphi, MD

GPA: 3.8/4.0

KEY SKILLS

- Adobe Creative Suite:

Id InDesign **Ai** Illustrator

Ae After Effects **An** Animate

Ps Photoshop **Xd** XD

Dn Dimension

- Data Analytics, Web design, Digital storytelling, Video content/editing
- Customer satisfaction, strong Problem-solving and relationships
- Attention to Detail, high-quality results

Graphic Design 2020 - Present

- Experience as a freelance graphic designer, delivering captivating designs with Adobe Creative Suite, enhancing brand identity, and driving engagement.
- Focused on InDesign as a cultural instrument, I have extensively explored the history of design, typography, illustrations, photography, film, industrial design, architecture, and electronic media within the realm of culture.
- Sharpened my vector drawing skills and mastered the dynamic use of color in illustration, improving my ability to create visually compelling artwork. This also encompasses the application of fundamental picture-making and image building techniques creating effective visual communication.
- Experience in developing visual solutions for artistic challenges, prioritizing image interpretation while addressing common visual obstacles. I foster creativity through experimental techniques and interdisciplinary approaches and produced visually captivating products.
- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) that exceeded expectations.
- Developed multiple design presentations and proposals with attention to detail and eye for aesthetics. Crafted visual materials, merge creativity with strategic thinking that resulted in impactful design solutions.
- Created short commercials, designed various marketing materials including social media posts, brochures, newsletters, stamps, infographics, packaging, storybook illustrations, and posters.

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