



Michelle Maddix

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SUMMARY

A skilled, committed, imaginative designer and artist with an eye for details and high standards in quality and ethics

STRENGTHS & QUALIFICATIONS

Graphic Design

- Over 22 years of experience creating exceptional, elegant designs with creative, innovative qualities
- Constructed countless effective and clear design pieces using clients' brand standards and messaging
- Developed cohesive, harmonized design and marketing communications across many media types
- Fluent in RGB, CMYK, and spot color profiles and the necessary pre-press procedures for production and proofing mechanical files
- Proficient across both Mac and PC platforms

Client Rapport

- Professionally consulted clients to define original conception and details, proof revisions, and finalizations
- Exemplified company's character by competently performing duties such as client project management, event organization, photography sessions, client meetings, consultations, and deliveries
- Coordinated and reviewed multiple projects in a fast-paced and detailed-focused environment with accuracy and client satisfaction
- Matched and often exceeded expectations of client's original design vision and goals

Servant Leadership

- Collaborated within teams of 10+ members to establish concept development and also to refine finalized designs
- Coordinated and lead 4 person teams, clarifying roles based on skill level and project type
- Promptly self-taught when new concepts and tools dictated flexibility and adaptability
- Created learning modules training coworkers, leading to innovation

Organization

- Took detailed and meticulous notes on each project, ensuring efficiency, adherence to schedules, and client gratification
- Implemented effective structured systems and strategies for each held position, utilizing time management and process management to categorize electronic files, save time, and streamline procedures
- Successfully prioritized up to 30 projects at a time based on deadline and difficulty level

EDUCATION

Purdue University, Indiana | 2002
Associates of Science in Graphic Design

TOOLS

Adobe: Indesign, Illustrator, Photoshop, After Effects, Premier Pro, Acrobat, XD

Microsoft: Powerpoint, Word, Excel

Social Media: LinkedIn, Facebook, Instagram, Twitter

Web/Email: HTML, Figma, Webflow, Squarespace, Wordpress, Litmus, Knak

BACKGROUND

Alluvia Studio

Rickman, TN | 2020-Present
Visual Artist

Puckett's Furniture

Livingston, TN | 2017-2020
Graphic Designer & Marketing Specialist

iX Design and Sign

Marion, IN | 2015-2016
Owner, Art Director, Senior Designer

Pearson Printing

Marion, IN | 2009-2015
Senior Graphic Designer

Pro Prints Gear

Marion, IN | 2002-2008
Senior Designer, Associate Art Director

EXPERIENCE & SKILLS

General

Logo design and redesign
Corporate brand / visual identity creation and adherence
Illustrations for products, medical/anatomy, and cartoons
Charts, infographics, and icons
Photography and photo editing
Internal process refinement
Marketing strategies
Time management

Collateral

Books, covers, booklets, programs
Magazine advertisements
Garments: screen printing, sublimation, and embroidery
Signs, banners, vehicle graphics
Stationary, letterhead, business cards
Direct mailers, invitations, envelopes
Promotional items: pens, bags, etc.
Etching & engraving
Packaging

Digital

Email design
Fillable forms
Video creation and editing
Website design, development, and management
High-end investor deck presentations
Social media copy writing, content creation, and management