



Michelle HAMMOND

| michelle@mhammondcreative.com

Qualifications

Well versed in conceptualization and branding for target audiences with a concentration in online marketing. Proficient with Adobe Illustrator, Photoshop and InDesign, Shopify, Google & Microsoft Office. Experience with photography and retouching images with an eye for subtlety and natural beauty. Able to create responsive high ranking websites, apps, and online stores. Detailed experience with all social media platforms, tools, and content creation, and methods to gain real engagement. Knowledge of the Google, Facebook and Instagram advertising methods.

Education

San Diego State University, May 2011

Bachelor of Arts in Art with emphasis in Graphic Design

Professional experience

Freelance January 2014–Current

Designing branding materials, logos, ebooks, social media designs, posters, flyers, packaging, merchandise, email campaigns, and websites for a wide range industries by contract.

Lead Designer, LoudNoises LLC January 2011–January 2014

LoudNoises was a startup company specializing in webdesign, development, and internet marketing. Projects ranged from branding (including logos, ebooks, social media pages and posts, apps, and merchandise) to full scale custom websites. Worked closely with developers, to create responsive, search engine optimized websites for a wide range of industries; mainly health, and art.

Intern, 619 Design San Diego Spring 2011

Worked on production and layout of various projects. Learned to work within previously established brand style guides to match look and feel per client expectations. Became familiarized with preparing files, revisions, and working with a team.

Intern, Womyn's Outreach Association SDSU Spring 2009–Spring 2011

As elected president of this organization, I used my management skills to lead this group of women on a number of different projects. While organizing and creating printed materials for rallies, events, and meeting, I designed a branding identity, logo, and website for the group to appear as a united front on campus.