



MICHELLE L. BURKE

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ABOUT ME

I'm a Senior Graphic Designer with extensive experience as an outside freelance graphic design resource for a variety of corporations and agencies. I specialize in assisting my clients with print, Powerpoint and tradeshow/event design projects. I'm detail-oriented with outstanding multitasking abilities. Excellent with rapid concept development and execution, project management and production, and extremely proficient with industry-standard design tools.

EXPERIENCE

Principal Designer | Owner :: Mad Dog Design Inc.

1997 - Present

Manages day-to-day creative and production for a full-service design firm creating innovative marketing materials that deliver direct and complete messaging. Handles all aspects of projects - from concept through print production and web implementation. Projects include development of corporate identity systems & collateral, direct mail pieces, websites, email blasts, web banners, Powerpoint decks, tradeshow booths/murals and event graphics.

90% of projects come in on, or under, budget.

- ♦ Work directly with all clients, ensuring messaging is appropriate and consistent across scope of project.
- ♦ Follow brand standards for a variety companies, including Alteryx, Carrier iQ, DINGS Motion USA, Golden State Activewear, Kargo Master, Netgear, and Symantec.
- ♦ Manage all aspects of project concepts and design, print/web production, project management and budget.
- ♦ Coordinate with creative directors, copywriters, production managers and clients.
- ♦ Balance multiple projects while simultaneously meeting tight deadlines.
- ♦ Supervise external freelancers and vendors.

Freelance Art Director :: Elliott | Dickens Advertising

1996 - 1997

Conceptualized, designed and produced various advertising, collateral, product brochures and packaging projects for a variety of high-tech clients, including Global Village, Hewlett Packard and ViaSoft.

SKILLS

INDESIGN CC

ILLUSTRATOR CC

PHOTOSHOP CC

DREAMWEAVER CC

ACROBAT

MS POWERPOINT

MS WORD/EXCEL

EDUCATION

BFA in Graphic Design

Massachusetts College of Art
Boston, MA



"Digital design is like painting, except the paint never dries." - Neville Brody