



ADRIENNE MICHALAKIS

GRAPHIC AND WEB DESIGNER

BFA GRAPHIC DESIGN | ROCHESTER INSTITUTE OF TECHNOLOGY 2015
Minor in Web Design and Development with a Concentration in Communications

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Skilled and reliable graphic designer with over 6 years of experience working professionally within the design and marketing industry. Highly skilled with numerous programs within the Adobe Suite and various prototyping applications. Experienced with creating websites, web graphics, building brand assets, and designing print and social materials. Specializes in building and improving web presence and creating assets for use by web developers.

EXPERIENCE

GRAPHIC DESIGNER

ASHLEYLAUREN

JANUARY 2020 - PRESENT | JULY 2015 - MAY 2016

- Responsible for planning, designing and executing a variety of multi channel communications which are seen worldwide by our buyers and end consumers.
- Evaluated criteria to track the success and effectiveness of these designs and use the results to produce better future concepts.
- Oversee the communication with our website company to ensure our online presence is always up to date and current with the constantly changing web design trends.
- Daily tasks include designing social media content, newsletter & email blast composition, updating our buyer catalogues + marketing materials and editing product and editorial photos

GRAPHIC DESIGNER + MARKETING ASSOCIATE

RUMBLE

APRIL 2019 - DECEMBER 2019

- Supported the Marketing Director in the development and management of marketing and social media needs and requirements.
- Organized and presented social media data, research, and advice in a meaningful and clear manner for delivery to senior management on how to grow our audience.
- In order to understand our audience better, research activities were implemented including focus groups and discovery sessions with a variety of participants.
- Designed all social media, trade show, website designs and all marketing materials
- Daily responsibilities included running social media accounts and looking for budget friendly ways to grow our following across different platforms.

GRAPHIC AND PRODUCTION DESIGNER

ONE NET MARKETING AGENCY

AUGUST 2016 - JUNE 2018

- Employed a wide variety of software technologies and design trends as well as digital and graphic communication styles, publishing concepts, and editing standards.
- Demonstrated the best practices in design, including use of images, type and color to communicate the client's needs.
- Designed websites, infographics, and presentation layouts to enhance communications including visual representations from complex data
- All designs were to the graphic standards for both digital and print channels while remaining current with design trends.
- Worked closely with coworkers to conceptualize and develop the design layouts while determining the most effective presentation and visualization of content and information.

SOFTWARE

PHOTOSHOP

ILLUSTRATOR

INDESIGN

PREMIER PRO

SKETCH

INVISION

FIGMA

HTML/CSS

LIGHTROOM

MICROSOFT OFFICE

AFTER EFFECTS

XD

SKETCHUP

MAILCHIMP

GOOGLE APPS

WORDPRESS

SQUARESPACE

ACROBAT