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PERSONAL STATEMENT

My name is Michele, and I'm a graphic designer, writer, and illustrator who's passionate about communication and design. With six years of experience as a visual storyteller, I've helped various companies and individuals with branding, copywriting and copyediting, presentation design, social media campaigns, voice over projects, and more. I hope to exemplify positivity and perseverance in my life and work, and inspire others to do the same in their own lives and communities.

EXPERIENCE

LOLA

January 2022–June 2022

Creative Manager – Marketing

- Owner of LOLA's identity, bringing the brand to life across all consumer-facing channels for the business, including social media content, physical and digital product launches and line extensions, packaging, partnerships, and community-related campaigns across LOLA's omnichannel sales business (DTC, retail, e-Comm, and B2B)
- Sole designer and manager for LOLA Creative Team
- Provide creative direction for social and email campaigns, photo and video shoots, and vendors' creative teams
- Manage freelancers and the company's creative budget
- Work cross-functionally with all teams at the company

Apple Inc.

December 2014–January 2022

Operations Specialist – Retail

- Supported the Operations team by consistently dealing with ambiguity and using innovation to present alternative solutions to existing problems with shipping, inventory, visual merchandising, and more.
- Designed and organized communication on I&D, Wellness, and community engagement for the store team
- Advised small business owners on their next steps based on discoveries from internal research

June 2021–November 2021

Graphic Designer – Corporate

- Worked with various groups in the People team at Apple to produce content for educational and training purposes
- Created web banners, page layouts, and formatted keynote presentations to follow Apple guidelines
- Supported motion graphics designers and videographers with copywriting and copy-editing needs
- Voice Over Talent: recorded and edited audio for an internal Apple commercial

VOLUNTEER

TEDx

July 2022–October 2022

Creative Director, Marketing & Event Consultant

- Planned and executed a marketing strategy for the relaunch of TEDxGramercy to meet sales goal
- Led all design initiatives by briefing the marketing team and creating cohesive branding designs for owned channels (managed a team of four marketing assistants/designers and videographers)
- Co-organized TEDx event and raised awareness and engagement on owned channels (ie. Instagram, LinkedIn, etc.)

Nomi Network

2016–2018

Events & Design Consultant

- Proofread and edited content and design layouts for annual reports and email marketing communications
- Strategized on marketing projects focused on gaining and retaining economic resources for human trafficking victims
- Provided oversight for the yearly gala fundraiser with a production team and carried out stage management tasks; delegated specific duties to volunteers

EDUCATION

The City College of New York

2011–2016

BFA Electronic Design & Multimedia
Magna Cum Laude Honor Graduate

SOFTWARE & SKILLS

Adobe InDesign, Illustrator, Photoshop, Procreate, Keynote, Canva, Branding, Copywriting, Effective Verbal & Written Communication, Teamwork & Collaboration

WHEN I'M NOT DESIGNING, I LIKE

Creative Writing/Journaling, Dancing, Singing, Rock Climbing, Cooking Jamaican Vegan Meals, Watching Inspirational Action Movies, Volunteering, Recording Podcasts, Cycling