

# MICHELLE BATES

visual designer



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## PROFESSIONAL EXPERIENCE

### **FREELANCE VISUAL DESIGNER**

**Indianapolis, IN | March 2016 - present**

- Work with clients to produce brochures, logos, emails, web banners and other creative materials.
- Clients include LaunchPad Consulting, Naptown Roller Derby, and Worthington Industries.

### **SENIOR GRAPHIC DESIGNER**

**Interactive Intelligence | Indianapolis, IN | January 2013 - March 2016**

- Collaborated as a member of a creative team producing marketing materials supporting the Interactive brand in seven markets worldwide.
- Worked with territory managers to localize marketing materials for the company's international markets.
- Contributed to the company's rebranding efforts in logo and brand identity creation.
- Provided graphic support for internal organizations.

### **ART DIRECTOR**

**NitroMojo | Zionsville, IN | June 2012 - December 2012**

- Sole designer for software start-up company. Consulted and provided visual direction for company marketing materials and website design. Provided graphical support for presentation meetings with investors and prospective clients.

### **SENIOR GRAPHIC DESIGNER**

**MillerPierce | Indianapolis, IN | October 2009 - June 2012**

- Created strategic design solutions from concept to completion for clients on national and global levels.
- Maintained company's brand identity in white papers, proposals and self-promotional pieces.
- Created mock-ups and presentation boards for sales pitch meetings.
- Designed and coded microsites and landing pages for clients.
- Developed and deployed email newsletters.

### **GRAPHIC/WEB DESIGNER**

**Reveal Consulting Group | Indianapolis, IN | June 2006 - October 2009**

- Designed brand identities, sales collateral, websites, print ads and trade show graphics for clients of various industries.
- Met with clients/account executives to determine objectives, ensuring accurate delivery of clients' image and message.
- Collaborated with printer vendors, developers, and other parties involved with projects.
- Trained and provided art direction for junior designers and interns.

### **GRAPHIC DESIGNER**

**Artistic Radio Partners | Indianapolis, IN | February 2006 - June 2006**

- Created promo design work for 11 radio stations. Projects included print ads, direct mail, billboards, and vehicle graphics.
- Updated multiple station websites using a content management system.
- Created media kits and marketing presentations for sales staff.

### **CREATIVE SERVICES SPECIALIST/MARKETING ASSISTANT**

**Stratis Corporation | Indianapolis, IN | February 2004 - January 2006**

- Worked with sales team to support the design, development and implementation of marketing initiatives.
- Responsible for the creation of ads, brochures, Powerpoint presentations, and trade show graphics.
- Updated company website with new product information and features.

## OTHER EXPERIENCE

### GRAPHICS COMMITTEE CHAIRPERSON

Circle City Derby Girls | 2010-2012

- Provided creative work for the Indianapolis amateur sports league which included advertisements, brochures, website graphics, and graphics for merchandise.
- Oversaw a committee of 3-5 people, including those with limited software/design experience. Assigned and explained tasks, reviewed and approved work, and coordinated with other committees to serve their graphical needs.
- Directed photoshoots and executed final design for special promotional posters.
- Managed printing and merchandise vendors.

## EDUCATION

### MASTER OF SCIENCE IN NEW MEDIA

Indiana University | May 2006 (GPA 3.92)

### BACHELOR OF SCIENCE IN NEW MEDIA

Indiana University | August 2003

### CERTIFICATE IN APPLIED COMPUTER SCIENCE

Purdue University | December 2002

### Continuing Education

*Advanced courses in Graphic Design* | Ivy Tech State College | 2003-04

### Online Courses and Training

*Advanced Styling with Responsive Design* | University of Michigan (via Coursera.com)

*UI Design* | University of Minnesota (via Coursera.com)

*Introduction to User Experience Design* | Georgia Institute of Technology (via Coursera.com)

*Responsive Web Design* | Aquent Gymnasium

*Grid Layouts in Bootstrap 3* | Aquent Gymnasium

*Creating a Responsive Web Design* | Lynda.com

*Bootstrap 3 Essential Training* | Lynda.com

*jQuery for Web Designers* | Lynda.com

## SKILLS & SOFTWARE

Brand identity

Sales collateral

Digital and print ads

Catalog design

Direct mail

Packaging

Tradeshaw booth displays

Large format graphics

Infographics

Responsive web design

Email design

Video editing

**Adobe Creative Suite:**

Photoshop, Illustrator, InDesign,  
Dreamweaver, Premiere

**WordPress**

**Balsamiq**

**Sketch**

**HTML5 / CSS3 / jQuery**

**Bootstrap**