







MICHELE WASHBURN

GRAPHIC DESIGNER

CONTACTS

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EDUCATION

The Art Institute of Pittsburgh
BS Degree in Graphic Design
2005 - 2008

The Art Institute of Pittsburgh
Diploma in Web Design
2009 - 2011

DESIGN SKILLS

- Advertising Design
- Image Manipulation
- Packaging Graphics
- Marketing Design
- Corporate Identity
- Logo Design
- Digital Design
- Web Design
- Production Design
- Retail Design
- Social Media

TECHNOLOGY SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Acrobat
- Microsoft Office
- Basic HTML
- Mac OS & Windows

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

Retail Without Boundaries (RwoB) - Pittsburgh, PA

February 2022 - June 2024

Design and prepare print-ready files in a fast-paced environment, delivering a diverse range of large-format custom installations, vinyl graphics, wayfinding signage, product cards, point-of-purchase displays, end caps, and other marketing materials for top-tier brands such as Dick's Sporting Goods, Public Lands, Golf Galaxy, and Xfinity. Collaborate closely with project managers, account directors, and vendors to ensure seamless execution and high-quality results..

GRAPHIC ARTIST/VISUAL MERCHANDISER

Giant Eagle - Pittsburgh, PA

July 2021 - February 2022

Design signs, posters, banners, and other promotional materials to help customers navigate the store efficiently. Serve as the on-site expert in visual communication, enhancing visual merchandising through effective graphics and visual materials.

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InnoMark Communications - Pittsburgh, PA

March 2021

Created visually engaging and user-friendly screen images for an interactive Nintendo Switch video game kiosk. This dispenser served as a self-service kiosk, offering an intuitive interface for browsing, selecting, and purchasing games.

GRAPHIC DESIGNER - FREELANCE

Hamer Marketing Group - The Woodlands, TX

May 2020 - December 2020

Responsible for developing and maintaining visuals for the RideShare blog, creating graphics and updating ShearShare WordPress pages, designing a comprehensive Social Media Strategy Guide, and creating cover images for the Hamer Summit Blog.

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PCS Software - Houston, TX

May 2020 - December 2020

Responsible for designing a wide range of marketing materials, including web banners, advertisements, executive and corporate PowerPoint presentations, Google ads, brand identity kits, mailers, and website graphics.

GRAPHIC DESIGNER

PlanSwift by ConstructConnect - Centerville, UT

July 2011 - May 2020

Responsible for designing and producing a wide range of marketing materials, including logos, product slicks, web graphics, promotional items, email campaigns, infographics, brochures, social media content, advertisements, and trade show assets. Additionally, I managed the creation, updating, and maintenance of content across various platforms, while tracking and analyzing performance metrics to optimize engagement and reach on multiple social media channels.