

MICHELLE KOWALSKI

WEBSITE

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DESIGN EXPERIENCE

Briteskies Cleveland, Ohio

UI/UX Designer | July 2013–Present

Responsible for designing strategic eCommerce web experiences within the Magento platform and client and internal content sites using WordPress. Designed and implemented a redesign of the Briteskies brand in 2017. Work with a small team to implement and manage an inbound marketing program through HubSpot.

Landor Associates Cincinnati, Ohio | Hamburg Germany

Freelance Designer | May 2013–June 2013

Promoted to Freelance Designer. Developed concepts for major Procter & Gamble products and contributed to internal Landor initiatives.

Graphic Design Co-Op/Brand Identity Co-Op

January 2013–April 2013 Cincinnati, Ohio

June 2012–December 2012 Hamburg, Germany

January 2011–June 2012 Cincinnati, Ohio

Joined the Landor design team in Hamburg and developed package designs for major international brands with a focus on Procter & Gamble oral care products. Animated illustrations to be used in promotional videos for Landor Hamburg and created videos for client presentations. Created package design concepts for Febreze, Tide, and Secret deodorant while in the Cincinnati office.

The Village Project Cleveland, Ohio

Board Vice President | November 2015–June 2017

Responsible for overseeing Village Project communications and web site development.

Volunteer Designer | January 2011–Present

Volunteer design services to expand their identity with branded materials and signage. The Village Project works with high school students to provide nutritious meals and extended services to families experiencing a cancer crisis in the Cleveland, Ohio area.

Stevenson: The Color Company Cincinnati, Ohio

Graphic Design Co-Op | June 2010–September 2010

Joined the design team in the creative services department. Worked with the structural designers to develop and create graphics and display units for Kroger and Dillard's. Learned about plate making and large scale printing techniques in addition to three-dimensional design concepts.

Kowalski Heat Treating Company Cleveland, Ohio

Design Consultant | Summer 2006–Present

Redesigned brand identity and full set of company stationary, created advertisements for a major heat treat industry trade magazine, developed new promotional materials and presentations for various trade shows.

EDUCATION

University of Cincinnati: Cincinnati, Ohio

College of Design, Architecture, Art, and Planning (DAAP)

Bachelor of Science in Design

University Honors Scholar, Cum Laude

INTERNATIONAL EXPERIENCE

Hamburg, Germany

June 2012–December 2012

Worked with Landor Cincinnati to develop an international internship in the Landor Hamburg office. Used this time to take German language courses and explore Germany, Denmark, Austria, the Czech Republic, and Poland.

SKILLS

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, Sketch, Microsoft Office, HTML & CSS, WordPress, Magento, HubSpot, IBM WebSphere Commerce, Conversational German, Basic Spanish, Whistling

INTERESTS

Traveling (*18 countries and counting*), Refinishing Furniture, Acquiring Power Tools, Crafting Cheese Platters, Sampling Rosé, Meeting Dogs, Watching Plants Grow

CONFERENCES

INBOUND 2017

Hosted by HubSpot, INBOUND provides practical information about maximizing use of the software and also inspiring sessions about content marketing and creativity.

Plus, Michelle Obama was there.

Content Marketing World 2015

"Content Marketing World is the conference for the marketing/PR professional who develops the strategy or handles the execution of content marketing initiatives."

WebVisions Chicago 2013

"WebVisions is an internationally-recognized conference that explores the future of Web and mobile design, technology, user experience and digital media."