



MICHELLE L. BURKE

SENIOR GRAPHIC DESIGNER | michelleb@maddogdesign.com



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ABOUT ME

I'm a Senior Graphic Designer with extensive experience as an outside freelance graphic design resource for a variety of corporations and agencies. I specialize in assisting my clients with print, Powerpoint and tradeshow/event design projects. I'm detail-oriented with outstanding multitasking abilities. Excellent with rapid concept development and execution, project management and production, and extremely proficient with industry-standard design tools.

EXPERIENCE

Principal Designer | Owner :: Mad Dog Design Inc.

1997 - Present

Manages day-to-day creative and production for a full-service design firm creating innovative marketing materials that deliver direct and complete messaging. Handles all aspects of projects - from concept through print production and web implementation. Projects include development of corporate identity systems & collateral, direct mail pieces, websites, email blasts, web banners, Powerpoint decks, tradeshow booths/murals and event graphics.

90% of projects come in on, or under, budget.

- ♦ Work directly with all clients, ensuring messaging is appropriate and consistent across scope of project.
- ♦ Follow brand standards for a variety companies, including Alteryx, Carrier iQ, DINGS Motion USA, Golden State Activewear, Kargo Master, Netgear, and Symantec.
- ♦ Manage all aspects of project concepts and design, print/web production, project management and budget.
- ♦ Coordinate with creative directors, copywriters, production managers and clients.
- ♦ Balance multiple projects while simultaneously meeting tight deadlines.
- ♦ Supervise external freelancers and vendors.

Freelance Art Director :: Elliott | Dickens Advertising

1996 - 1997

Conceptualized, designed and produced various advertising, collateral, product brochures and packaging projects for a variety of high-tech clients, including Global Village, Hewlett Packard and ViaSoft.

SKILLS

INDESIGN CC

ILLUSTRATOR CC

PHOTOSHOP CC

DREAMWEAVER CC

ACROBAT

MS POWERPOINT

MS WORD/EXCEL

EDUCATION

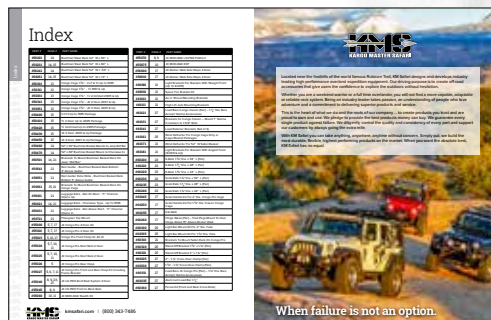
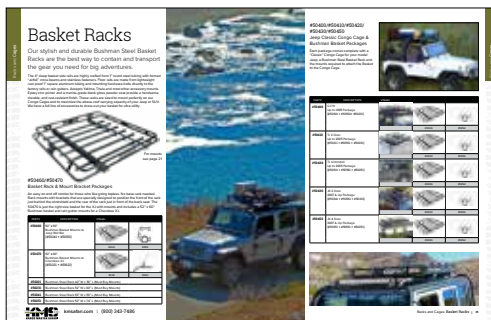
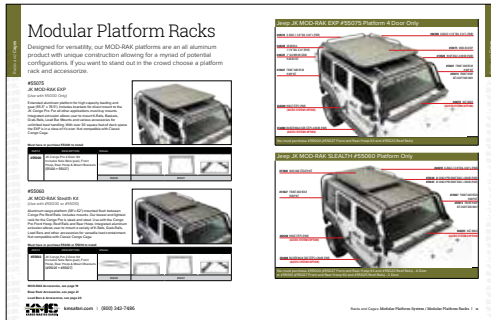
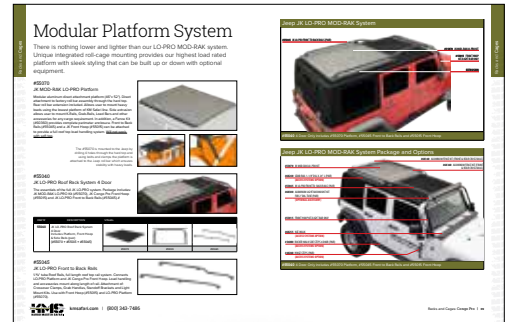
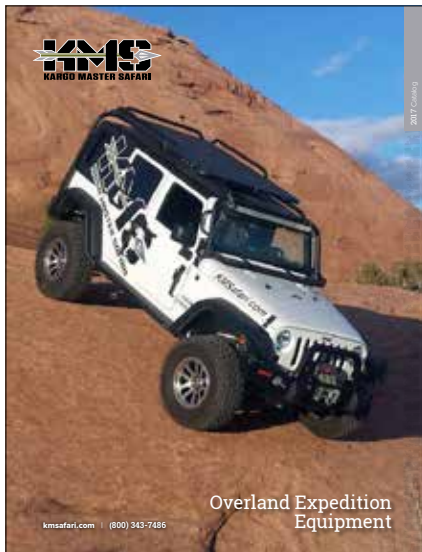
BFA in Graphic Design

Massachusetts College of Art
Boston, MA



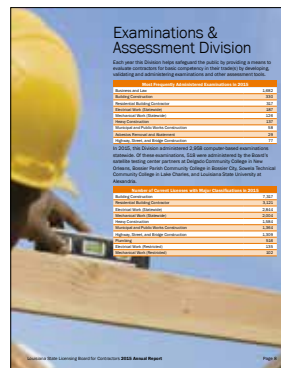
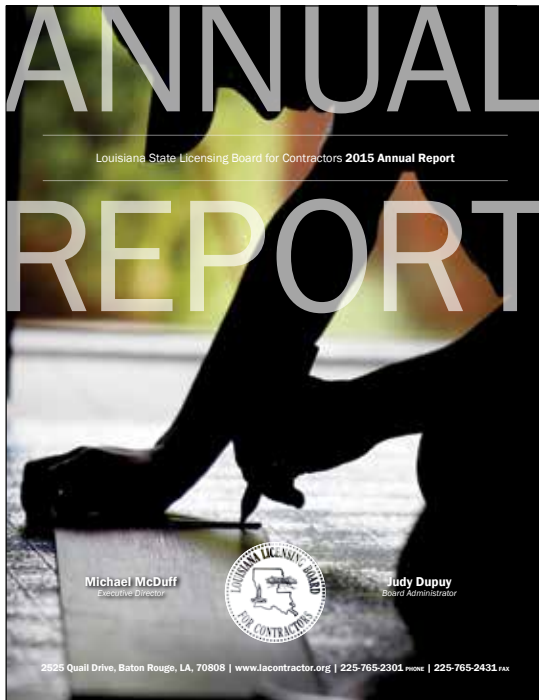
Catalog

CLIENT: KARGOMASTER



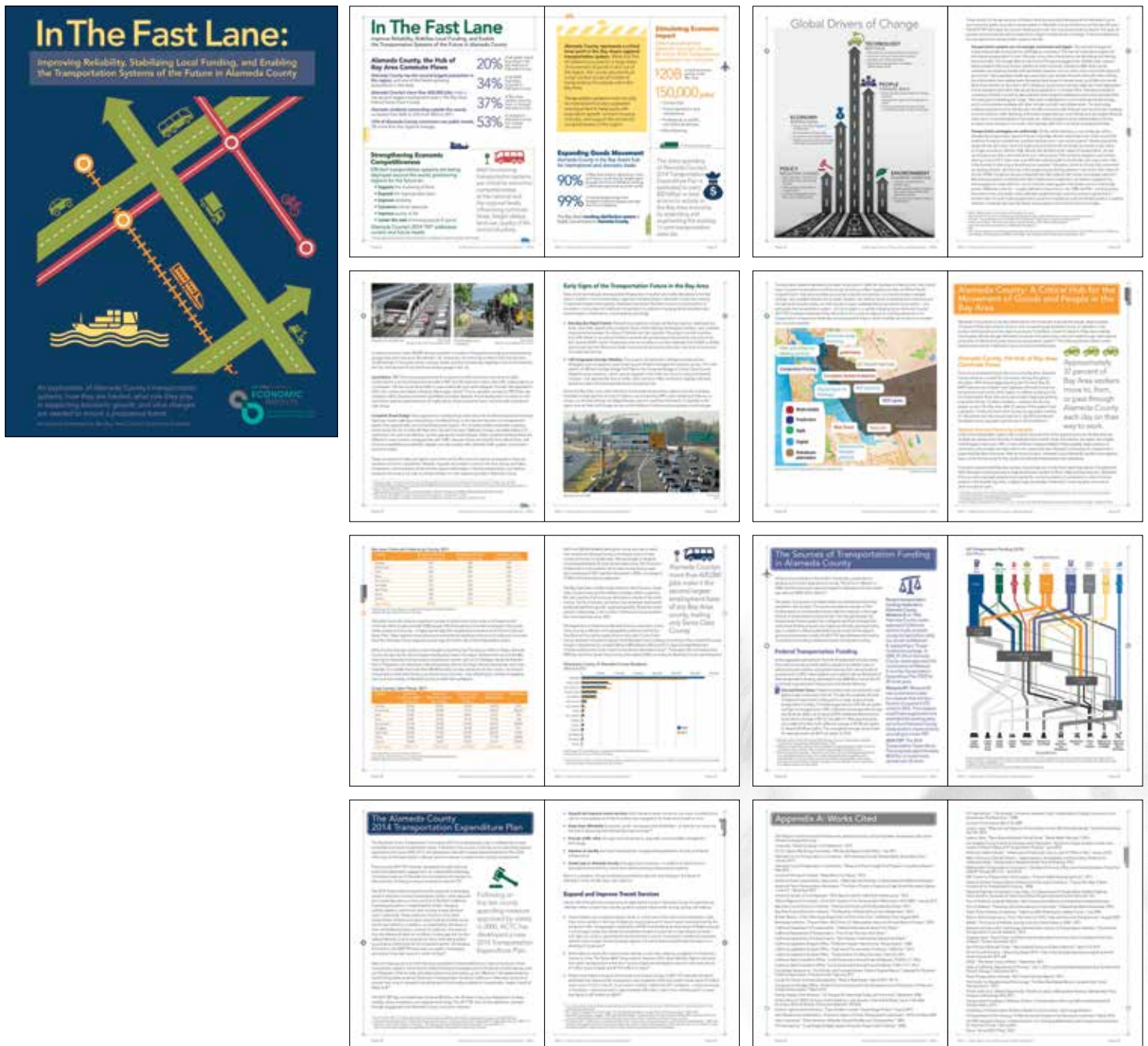
Annual Report

CLIENT: LOUISIANA STATE LICENSING BOARD FOR CONTRACTORS



Report

CLIENT: BAY AREA COUNCIL ECONOMIC INSTITUTE

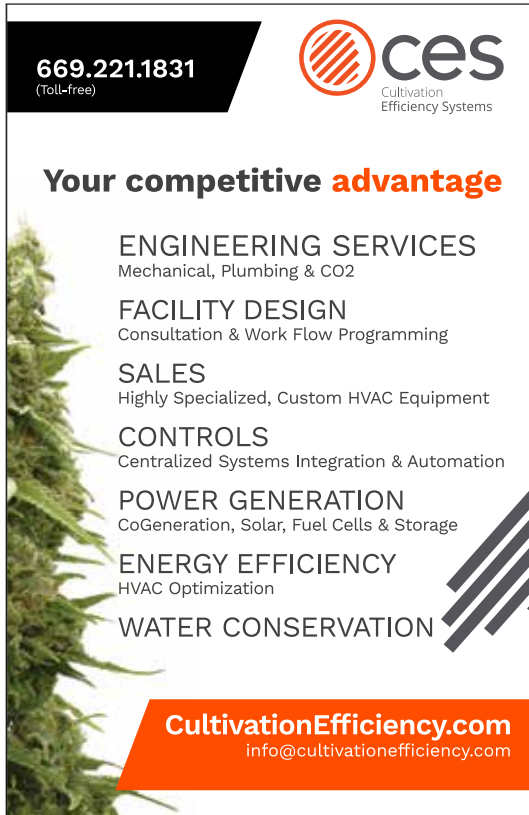


Various Postcard Design

CLIENT: CULTIVATION EFFICIENCY SYSTEMS



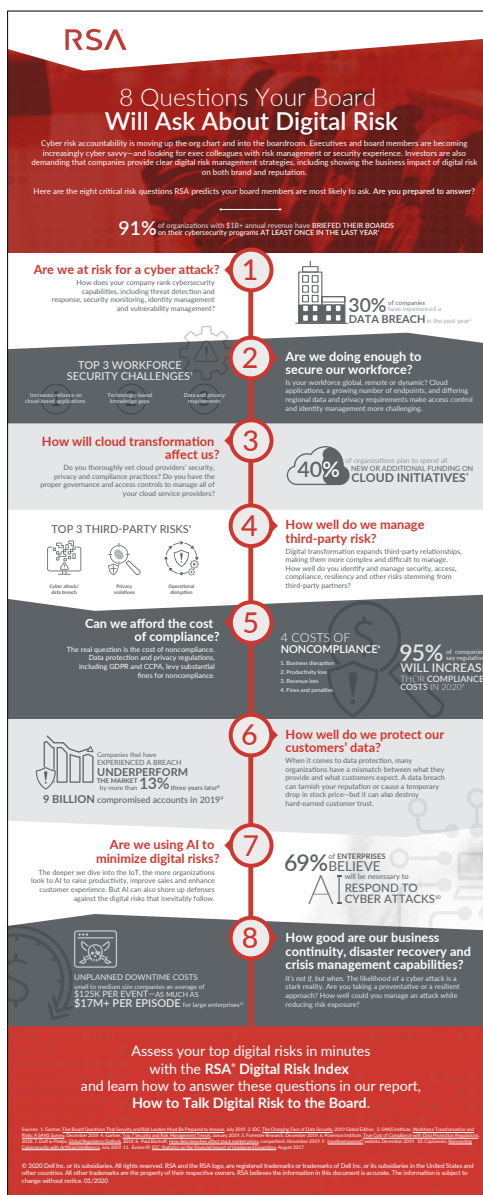
Tradeshow After-Party Invitation



Tradeshow Handout

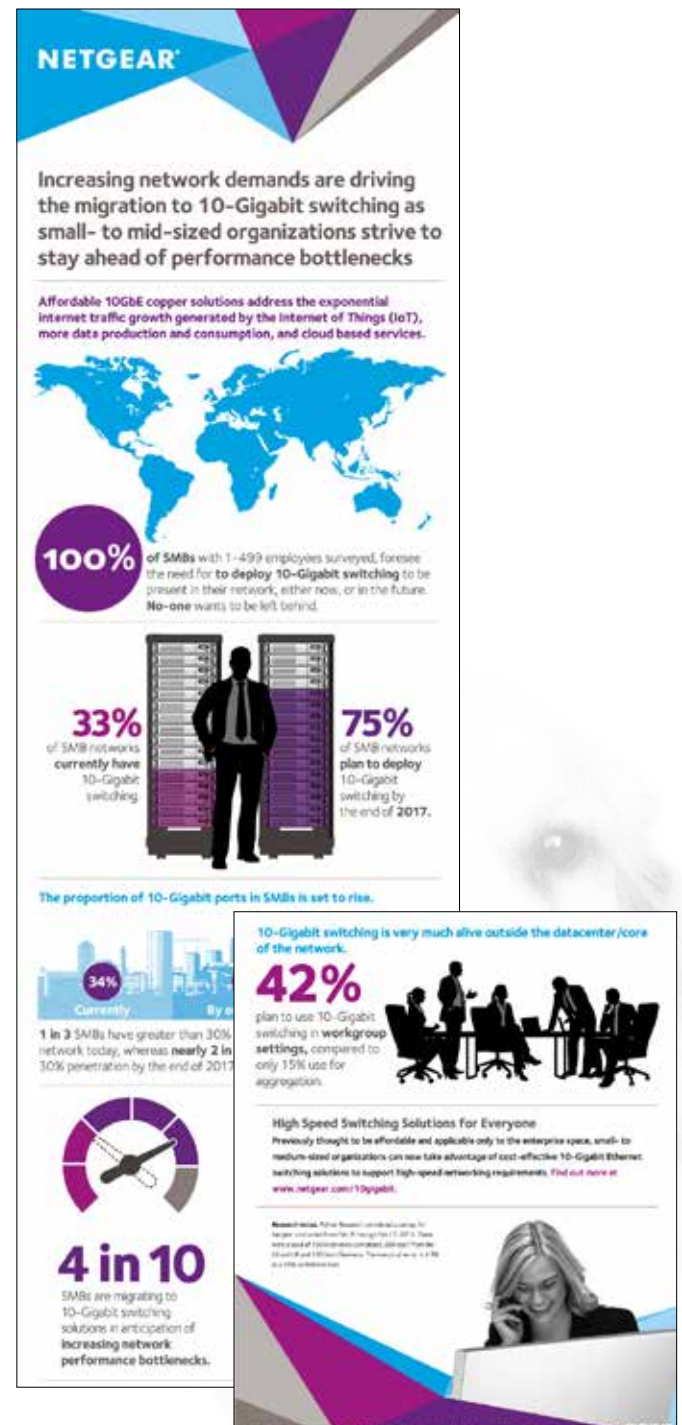
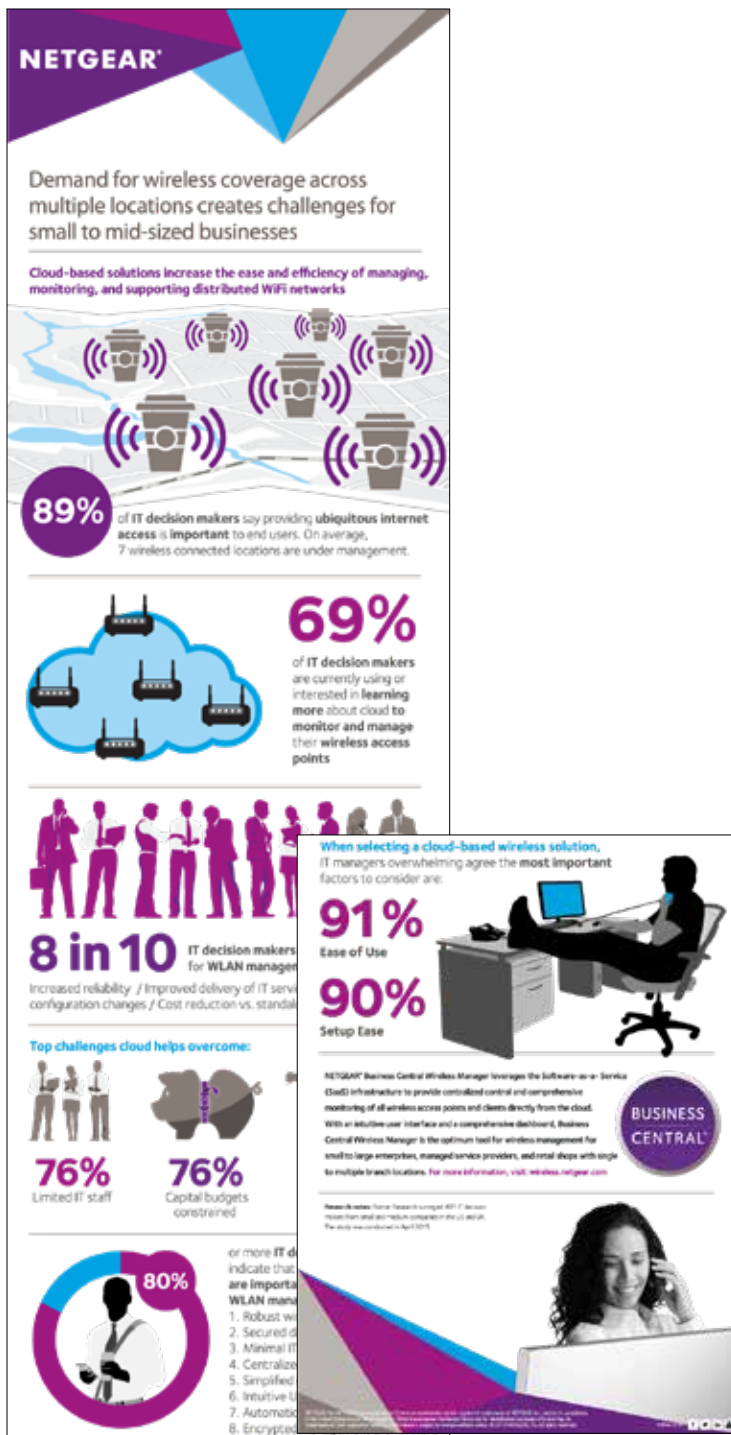


CLIENT: RSA



Infographics

CLIENT: NETGEAR



Social Media Infographics

CLIENT: SYMANTEC

Myth: It's easy to tell if a site is fake – typos or foreign characters are key indications.



Protecting the Stuff that Matters.™



Myth: I'll know right away if my computer is infected.



Protecting the Stuff that Matters.™



Myth: Free antivirus software on my computer is good enough to protect my information.



Protecting the Stuff that Matters.™



Myth: I can't get a virus or be attacked on popular social networking sites.



Protecting the Stuff that Matters.™



Myth: My computer won't get infected since I don't visit risky sites.



Protecting the Stuff that Matters.™



Myth: Viruses and other malicious software ("malware") only affect computers and laptops.



Protecting the Stuff that Matters.™



Myth: Apple products aren't susceptible to viruses and online attacks.



Protecting the Stuff that Matters.™



Various Web Banners

CLIENT: ALTERYX



Various eBlasts

CLIENT: GOLDENSTATE ACTIVEWEAR

GOLDEN★STATE
ACTIVEWEAR

Incredible Style. GREAT SAVINGS.



Celebration of COLOR **SHOP** NEXT LEVEL APPAREL FESTIVAL COLLECTION

NL **NEXT LEVEL**
APPAREL



Neutrals are TRENDING

SHOP CUSTOM DYE™ STYLISH FABRIC

High Contrast STYLE

SHOP 100% BLEND LITE AERIAL™ 2019 NEW



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How to win the
BEST BOSS
AWARD

High employee turnover can wreak havoc on your decorating business as a distributorship. No matter how busy you are, prioritize recruitment efforts and training, appreciation programs, benefits packages and systems that build a positive company culture, so employees will want to stay and help your business thrive.

Here are 8 powerful tips for eliminating employee turnover—and building the happiest, most productive team possible.

Find this helpful?
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NEW GEAR**

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3001CVC
NEW HEATHER SUNSET & HEATHER ORCHID
4X COLORS | XS-3XL

2019 ROADSHOW CALENDAR

PORTLAND, OR AST 1/22/2019	SACRAMENTO, CA AST 1/23/2019	SAN FRANCISCO, CA AST 1/24/2019
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Event Logo/Powerpoint Template

CLIENT: ALTERYX



Powerpoint Template

CLIENT: ITRADE NETWORK



Tradeshow Mural/Graphics

CLIENT: ALTERYX

