

Michelle L. Burke

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Graphic Designer with twenty years of experience in corporate and agency settings. Detail-oriented with outstanding multitasking abilities. Excellent at rapid concept development and execution, project management and production. Proficient with industry-standard design tools.

EXPERIENCE **Mad Dog Design Inc. :: Principal**

1997 - Present

Manage day-to-day creative and production for a full-service design firm creating innovative marketing materials delivering direct and complete messaging. Handled 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.

- ♦ Work directly with clients, ensuring messaging is appropriate and consistent across scope of project.
- ♦ Follow brand standards for a variety of high-tech and no-tech companies, including Alios, Carrier iQ, Golden State Activewear, Netgear, Paypal, PMC Sierra, and Symantec.
- ♦ Manage all aspects of project design, print/web production, project management and budget.
- ♦ Supervise external freelancers and vendors.
- ♦ Empty wastepaper baskets and walk the Morale Officer.

Elliott Dickens Advertising :: Freelance Art Director

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.

- ♦ Design and produce mechanicals for a variety of advertising, collateral and packaging.
- ♦ Interact with creative director, copywriters, production manager and clients.
- ♦ Balance multiple projects while simultaneously meeting tight deadlines

Exhibitgroup | Giltspur :: Graphic Designer

1993 - 1996

Conceptualized, designed and coordinated production of graphics for graphic wall murals, graphic panels, lightbox graphics, headers and banners for portable tradeshow booths and custom booths up to 100'x150' with a variety of footprints, tradeshow ephemera and proposals for various clients, as well as creating divisional and corporate brochures and logos. Clients included Lifetime TV, Nortel Communications and Nynex,

- ♦ Design and oversee production of tradeshow graphics and event materials for a variety of clients.
- ♦ Interact with creative director, sales team, vendors and clients.

American Science & Engineering :: Graphic Designer

1993

Design, produce & coordinate outside production of annual report, product brochures and all peripheral materials of corporation, including internal ephemera.

Chapman & Partners :: Freelance Graphic Designer & Production Artist

1992 - 1993

Collaborate on design and production for logos, advertising, packaging and collateral systems for various corporate and non-profit organizations.

EDUCATION 1993 :: **BFA in Graphic Design** :: Massachusetts College of Art, Boston, MA

SKILLS Adobe Creative Suite/Illustrator/InDesign/Photoshop/Dreamweaver
Microsoft Office Suite/Powerpoint/Word/Excel