

# michelle reyer

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## EDUCATION

### **BFA: Graphic Design**

#### **Interactive Print & Screen**

Kean University

Michael Graves College

Robert Busch School of Design, Union, NJ

Summa Cum Laude

Dean's list: Fall 2017 - Spring 2019

GPA: 3.9

May 2019

### **AAS: Graphic Design**

County College of Morris, Randolph, NJ

Cum Laude

December 2016

## DESIGN SKILLS

Brand Identity    Expressive Typography

Packaging        Promotional Design

Editorial         Patterning

## PERSONAL SKILLS

Strong communicator

Strong leadership skills

Cooperative team member

Customer oriented

Problem solver

## TECH SKILLS

Adobe CC: Illustrator, Photoshop,

InDesign, Lightroom, After Effects;

InVision, Microsoft Office, Keynote

## INTERESTS

Traveler

Socializer

Animal lover

## DESIGN EXPERIENCE

### **The Design Studio Practicum | Michael Graves College**

Graphic Design Intern | Sept. - Dec. 2018

Created new marketing materials to promote the Employment and Empowerment Team for Jon Bon Jovi's Soul Kitchen

Worked with a team to conceptualize and design an exhibit at Papermill Playhouse in Millburn, NJ to celebrate 80 years of theater

### **Aduro Products | Metuchen, NJ**

Graphic Designer | Sept. 2017 - Sept. 2018

Designed packaging for sports products, electronics, and cosmetics

Developed a new identity and created a presentation for the Aduro Sport Pro Cycle line that aligned with Target's new style

Responsibilities included: package design, product design, creating sale sheets and presentations, designing content for Amazon and Groupon listings, and photographing, photo editing and designing manuals for products

Graphic Design Intern | Feb. 2017 - May 2017

Designed packaging for a bike storage bag

Assisted in the development of a new phone mount, including: naming of product, selecting colors, and designing packaging

### **Spice It Up | Beach Haven, NJ**

Assistant Manager and Designer | May 2016 - Oct. 2017

Designed materials for the store including, menus, t-shirts and newspaper ads

Responsibilities included: designing, employee training and scheduling, customer service, and opening and closing the store

### **Style by Sunita | Kinnelon, NJ**

Marketing Assistant and Designer | Sept. 2014 - May 2017

Designed business cards and assisted with branding materials

Responsibilities included: maintaining inventory records, product photography, product listings and shipping, and organizing inventory

## EXTRACURRICULAR ACTIVITIES

### **Society of Publication Design | 2019**

Member and Volunteer

### **Kean University Research Days | 2019**

Participant

### **Kean University Thinking Creatively, Lets Charrette | 2018**

Participant