



Michelle White
Graphic Designer

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Proficiencies

Adobe Creative Suite



Microsoft Office



Website Building



Coding



WORK/ RELEVANT EXPERIENCE

2016 - Current

MadeBySloan

- Lead Graphic Designer
 - Created impactful marketing/branding materials for a wide range of clients.
 - Designed, assembled and installed outdoor, back-lit, store front signage for a client so they could draw traffic to their business even once the sun went down.
 - A local Denturist wanted a change from their outdated website and needed a more professional look. Keeping in mind their target audience was an older demographic, I designed and implemented an organized, modern website that showed off their services and past client success.
- Designed and establish the "Dreams & Splinters" brand
 - An offshoot company where we designed, produced, and sold home decor creations at local craft shows in Edmonton, creating a larger customer base and making meaningful connections.

2014 - Current

White Design (Owner/Freelance)

- Designed and delivered successful projects for:
 - Athabasca University: Faculty of Business
 - DanceSTRONG Dance Festival
 - Beer League Band - Community Band
 - Supply Chain Management Alberta
 - Sturgeon Composite High School Music Program

Summer 2014

Athabasca University: Faculty of Business

- In house Graphic Design Internship
 - Reached their target audience with print and social media ads
 - Engaged possible students with re-branded brochures
 - Created fun photo booth props for AUFB's many events to keep the attendees interacting with each other

2012 - 2014

Smart Set - Londonderry Mall

- Worked as a Sales Associate and key holder, eventually becoming sales-floor lead
- Health and Safety Representative
- Advanced to be a Vision Team Member, setting up and organizing the monthly changes to the design and layout of the store



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About Me

I own my own design business and enjoy freelancing in my spare time.

I have enjoyed participating in dance classes since the age of three. I currently partake in Jazz, Lyrical and Hip Hop when I am not working. I have attended summer dance camps in the past and enjoy participating in the classes and competing in festivals at year-end. I also enjoy playing my Alto Saxophone in a community band and knitting in my free time.

EDUCATION

2013 - 2015
MacEwan University
Design Studies/Digital Media Diploma

2012 - 2013
MacEwan University
Design Studies Foundation Certificate

2009 - 2012
Sturgeon Composite High School
Namao, AB

VOLUNTEER EXPERIENCE

November 2013 & 2014
MacEwan University Open House
- Responsible for guiding small groups and introducing them to the campus and Design Studies Program

July 2013 & 2014
Color Me Rad 5K Run
- Clean up duties after the race
- Throwing colored cornstarch for the racers to run through

2008 - 2011
Member of the Edmonton Eskimo Pep Band
- A team member of the Pep Band at all home Football games
- Alto Saxophone Player

Summers 2008 - 2010
Volunteer - Sturgeon County Job Experience Training (J.E.T.)
- Worked for three summers as a volunteer, involved in a variety of children's programs, including theme days, day trips and overnight camps.
- Advanced to Junior Leader — the most senior position — assisting with large groups of children, helping with set-up and clean up

REFERENCES AVAILABLE UPON REQUEST