








Michelle Rock

Bachelor of Fine Arts, Graphic Design
James Madison University

CONTACT

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SKILLS

Photoshop
Illustrator
InDesign
Dreamweaver
Premiere Pro
Brightcove Video Platform
PowerPoint
Microsoft Word

INTERESTS

Submitted t-shirt design for printing on Cotton Bureau, was selected for print and donated proceeds to the American Civil Liberties Union (ACLU)

Attended Power Shift in Washington, DC, a national conference for sustainable energy practices and policies

Service trip to Redwood National Forest, CA, a volunteer trip dedicated to habitat preservation

CURRENT POSITION

GRAPHIC DESIGNER, NATIONAL PARK FOUNDATION

NOV. 2016 - PRESENT

In-house graphic design lead: working directly with the Senior Director of Brand Development to execute promotions, advertisements, marketing campaigns, HTML newsletters, organizational publications, apparel and other collateral that adheres to NPF brand standards. Also manage communications with printing and outside vendors.

PAST EXPERIENCE

GRAPHIC DESIGNER, GLOBAL BUSINESS TRAVEL ASSOCIATION (GBTA)

MARCH 2015 - OCT. 2016

Multi-talented in-house designer, closely collaborated with the marketing department to execute a wide range of design products for print, web, mobile apps and videos that increased sales and event registration. Effectively critiqued and guided design contractors and served as the leading expert to approve designs from vendors. Created over 100 web banners, social media posts and animated GIFs, signage for over 20 global events, (including: US, Canada, Mexico, Germany, Argentina, Brazil, China, and South Africa), event branding for GBTA Convention (7,000 attendee event), managed Brightcove video platform, became a leader in the launch of the new product GBTA On Demand, edited and created videos, skillfully managed and organized GBTA's library of 300+ videos.

GRAPHIC DESIGNER AND PRODUCTION ASSISTANT, US NEWS & WORLD REPORT

FEB. 2014 - MARCH 2015

Responsibilities included designing for the *U.S. News Digital Weekly* magazine and the three larger products: *Best Hospitals*, *Best Colleges* and *Best Grad Schools*, which are printed annually, as well as *The Parent's Guide to STEM*.

GRAPHIC DESIGN INTERN, MADE BY WE

OCT. 2013 - JAN. 2014

Interned at Made By We, a graphic design studio that works exclusively with nonprofits. Directly supported the head designer to fulfill client deliverables on tight deadlines.

VISUAL COMMUNICATIONS INTERN, INSTITUTE FOR MARKET TRANSFORMATION (IMT)

JUNE 2013 - OCT. 2013

Interned at IMT, a nonprofit that advocates energy efficiency. Served as the first designer to translate their new branding to print media and web graphics.