

MICHELLE FRANK

VISUAL DESIGNER
GRAPHIC DESIGN / ART DIRECTION
MARKETING COMMUNICATIONS
PROJECT MANAGER

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EXPERIENCE

University of Rhode Island

Kingston, RI
2018-present

Marketing and branding: Social Determinants Health Conference.

E-squared Editorial

2018-2019

Design and layout of 2 publications: Heritage, and Albuquerque Museum.

Welch's

Concord, MA
2014-2018

Package design, branding, collateral. New business development, R&D.

JAVA Skin Care - Wickford, RI

2012-2021

Brand creation and launch, package design, website, eblasts, social media, signage, storefront, trade show design, advertising, pop displays.

Graphic Design USA WINNER.

Burack Communications

Rye Brook, NY
2008-present

Accounts: Meadville Medical Center and subsidiaries: Yolanda Barco Oncology Institute, Hospice of Crawford County, Mind-Body Health, MMC Foundation, Children's Health Network, Sports Medicine, Vernon Place, MMC Recruit, Meadville PA

Thompson cthink media

New York, NY
2001-2017

Accounts: WaterFund, Domaine De Canton Ginger Liqueur, Nicolosi Fine Foods, Angostura Bitters, Chambord Liqueur, The National Hardware Show-Reed Exhibitions, The Bank of New York, Blue Waters of Trinidad, Unipet Petroleum, Leslie Water, Newark Museum, Walmart White-Cloud Diapers, Metro-Diet, Home Center News, YAI Institute for People with Disabilities, College Sports Network, Pravda Vodka, Book Expo America, PGA, Blake Global

Harrison Edwards PR, Inc.

Bedford Hills, NY
2002-present

Accounts: Sotheby's Real Estate, Zab Cab Taxi App, White Plains Hospital, St. John's Hospital, United Hebrew, The Nathaniel Witherell Rehab & SNC, The Neuberger Museum, JDRF, RTK Environmental, Westchester County Association, Houlian O'Malley Real Estate, The Harvey School, Music Conservatory of Westchester, Long Ridge Dermatology, White Plains Linen, Equine Rescue

Lehman College

Bronx, NY
2018-present

Exhibition catalogues, evites, supporting material for exhibitions

DREEM Nutrition

Kokomo, IN
2018-2022

Rebrand family of CBD products

Hudson River Museum

Yonkers, NY
2004-2018

Exhibition catalogues, ad campaigns, invitations, brochures, booklets, posters and all supporting material for events and exhibitions

The Girl Scouts of Hudson Valley

Westchester, NY
2003-2104

Annual Report Design

Bonnie Blake & Company, Inc. Advertising and Promotion

New York, NY
1997-2020

Accounts: New York University, P.O.V. Public Television, MSNBC, Blake Global Real Estate Appraisal

Hamilton Ink Marketing

Bedford Hills, NY
1997-2009

Accounts: Cold Spring Landing- new property development, Industrial Acoustics, Katonah Veterinary Group, Commercial Real Estate for Women, Women in Communications

Robert Foran Associates, Inc.

Valhalla, NY
2001-2002

Accounts: Sharp Electronics, American Express, Ricoh Electronics

Parise Marketing and Design

Millwood, NY
2002-2006

Package Design for a Variety of Clients: Diapers, Household Wipes, Cosmetic Cloths, Bath Products

Fastforward Communications, Inc.

Valhalla, NY
2002

Accounts: Westchester Medical Center, Yeshiva University, Hudson Valley Hospital, Mount Sinai - Queens

Cicatelli Associates - New York, NY

2003-2008

Design 20 page quarterly for the Five Borough Aids Mental Health Alliance

George Little Management

White Plains, NY
2003-2006

Trade Show Collateral: The Supply Side and New York Gift Show

Channell Communications, Inc. Design, Advertising & New Media

New York, NY
1997-2001

CREATIVE DIRECTOR / PROJECT MANAGER / GRAPHIC DESIGNER

Create annual reports, brochures, collateral material, media-kits and direct mail • IU designer: Merrill Lynch, Cantor Fitzgerald, Venture Highway • Work directly with client Marketing & HR departments • Corporate ID and brand management • Execution of print campaigns to support the launch of new websites • Develop and maintain corporate identification and logos

• Serve as liaison between demanding clients and 15 staff designers to ensure all client objectives are being met on time and within budget • Supervise and negotiate with vendors for creative services • Expert knowledge of print production • This position required creative strategies, leadership, motivation, and a sense of humor ;)

Accounts: Merrill Lynch, American Express/Departures Magazine, National Home Center News, Cherry Lane Music Co., Audio Matrix, BMG Music, Today's Homeowner Magazine, ING Barings, Venture Highway, Avaya, Forest City Ratner, Donaldson, Lufkin & Jenrette, Schwab Capital Markets

Bonnie Blake & Company, Inc. Advertising and Promotion

New York, NY
1992-1997

ART DIRECTOR / GRAPHIC DESIGNER PROMOTED TO SENIOR DESIGNER

AT&T, The Bravo Group, PepsiCo., Chic Jeans, H.I.S Jeans, CBS Radio Networks, Z-Music TV, Camille Lavington, FORBES Magazine, Tishman Realty Corporation, NY Special Olympics, HarperCollins College Publishers, KBA-Motter Corp., Association of American Publishers, New York University, Munich Re-Insurance Company, Giuliani for New York Campaign, Children's Health Fund

SKILLS

Highly creative and multitalented Graphic Designer with extensive experience in design and marketing on all platforms. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining "win-win" partnerships. Passionate and inventive creator of marketing strategies and campaigns; thrive in deadline-driven environments always within budget requirements. Generated concepts through production. Designed everything from billboards to e-blasts, web ads, magazine ads, print collateral, digital marketing, packages, brochures, POP displays, special projects and more. Upheld industry standard file management systems.

Expert in adobe suite as well as office programs, photography and retouching, hand drawing skills and more.

Adjunct Professor

Westchester Community College

Introduction to Graphic Design,

New York University

Graphic Communications Management & Technology Dept, 1996-2002

RECOGNITION

Graphic Design USA 2015, 2018

Package Design

Advertising Club of Westchester

Gold Awards (7) - Graphic Design/ Advertising/Marketing Communications

Summit Award

International Competition
Bronze Award - Graphic Design

Clarion Award

3 Silver Awards - Graphic Design, Sales Kit, Advertising

EDUCATION

SCHOOL OF VISUAL ARTS, New York, NY

Graphic Design and Advertising
BFA Graduated with Dual Major - Graphic Design/Advertising. GPA 3.5

SUNY New Paltz - New Paltz, New York

Fine Art Major with a concentration in painting and graphic design