



Michelle Griffin

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To Whom it May Concern:

I am seeking a full time graphic design position with a company that promotes a culture of teamwork and professional growth in a fun and creative atmosphere. I have a broad range of design experience in both print and digital media. My experience includes the following qualifications:

**Graphic design and content authoring.**

16 years of graphic design & production experience including web development, e-commerce development, e-marketing, catalog production, print advertising, publishing, large-format design, CD/DVD/Blu-ray face art & packaging design. Developed and authored content for interactive digital media with supportive web design and electronic marketing. Skills include video editing, optimizing graphics for web/e-mail, disc mastering, color correction, photoshop retouching, color matching, typesetting and all typical pre-flight duties.

**Extensive expert software and computer knowledge.**

Expert mastery of Adobe CS5 Master Collection including Photoshop, Illustrator, InDesign, Acrobat Pro & Dreamweaver. Also have knowledge of Quark XPress, Lightroom, FTP and font management software, Flash, Encore, Premiere Pro, After Effects, HTML5, PHP, CSS, MySQL, Java; currently advancing knowledge of iOS and Android development. Equally comfortable in PC, Mac and Linux platforms with moderate experience in server administration on OSX and Windows Server. Highly adept at learning new software very quickly.

**Proven work ethic.**

My recent employment history demonstrates a proven willingness & desire to not only perform the regular duties within the scope of my job description but to cross train and fill in where help is needed in different departments. It is this strong work ethic and flexibility that makes me an excellent employee and designer. From the concept and design and throughout the preflight process and final output, my experience has enabled me to be among the few who can truly attest to their skill set from start to finish, giving me advantages that few designers have. This translates to shorter turn around time, fewer mistakes and high quality productivity, and is a work ethic I am eager to bring to a new opportunity.

My resume with portfolio samples is attached for your review. I welcome the opportunity to further discuss how we might be a great fit for one another. Due to the very public accessibility of this download, I am including only my email address in my contact information; please email me with how to contact you and I will respond in short time. Thank you for your consideration and I look forward to meeting soon.

Sincerely,

Michelle Griffin



### **Qualifications**

Talented and dependable designer also proficient in all aspects of prepress processes and industry standard software on multiple platforms. Extensive experience with print and web design, image retouching, color matching and press-checks. Creative thinker and self starter; great at team work and problem solving. Natural leadership abilities and strong work ethic lend to quality work and a motivated, productive environment. BFA in Graphic Design from School of Visual Arts, NYC.

### **Experience**

Graphic Designer and Production Artist

12/2008–March 2011 Duplication Factory (West), Tualatin, OR

Responsible for all preflight and/or graphic design for west coast client base. Regular duties entailed standard preflight and color-matching customer-supplied art; processing and uploading via FTP approved jobs for seamless film output at main headquarters in Chaska, MN; creating original disc and packaging design with occasional development and authoring of actual disc content and supporting materials. Worked closely with and supported account managers on a daily basis in order to help provide clients individual, effective and successful solutions. Designed and developed DFWest web site and assisted in development and implementation of Duplication Factory's corporate e-mail marketing campaign. Other duties encompassed assisting throughout the facility wherever needed, including duplication, fulfillment and IT support. Maintained work standards congruent with company's ISO 9000:2008 certification.

Graphic Designer/Production Artist, Pre press Technician, Press Operator

12/2006–12/2008 Logic General, Wilsonville, OR

Highly detail-oriented position in fast paced ISO 9001:2000 registered company. Primary duties included preflight CD/DVD design and/or production. Enhanced abilities as a designer by broadening skill set to include stripping film, burning screens and plates, and operating silk screen or offset presses as needed. Responsibilities also included emergency press-time color corrections, training new hires to operate presses and filling in as needed in the screen room or press room. Completed special training in Lean Manufacturing.

Independent Contractor/Business Owner

9/2002–5/2007 GriffinDesignCo Inc., Portland, OR

As owner of Griffin Design Co., I was responsible for all administrative and creative operations, from initial conceptualization to final press check. Client and personal successes include:

- Marketing design & production for Nike in launching 2007 NikeGolf product line
- Nike corporate catalog design & production in creation of Visual Merchandising Manual for all US store operations
- As sole designer, webmaster and promotions manager for Mother Tongue Ink, increased international sales and distribution through improvements in product designs, addition of new product lines, targeted print and e-mail advertising and redesign of e-commerce presence

## ***Experience Cont'***

- Reduced client marketing costs by streamlining & focusing marketing and advertising efforts, resulting in increased profits and sales.
- Re-engineering client IT structure increased productivity, sales and efficiency while reducing maintenance needs
- Continual growth of client's annual mail-order department sales through increased catalog distribution, e-commerce development and marketing
- Established solid, communicative client relationships leading to powerful and successful word-of-mouth increase in business

### Freelance Designer

5/1993 - Current New York City and Portland, Oregon

Starting in 1993, freelanced for a variety of businesses while living in NYC—retail stores, catalog production and manufacturing industry. Expansion in Portland includes web design, e-commerce, corporate identity, marketing and publishing projects.

### Art Director/Graphic Designer

12/1998 - 3/2002 Catalog Creatives, Portland, OR

Art Director for print and online catalog production/marketing agency. Freelance design work led to permanent position. Solely responsible for designing and publishing customer web sites and maintaining data-based content. Other duties entailed logo design, typography, catalog design, spread layout and production. Successes include:

- Increased one clients' sales by 850% in one year by establishing e-commerce presence in conjunction with complete overhaul of existing catalog.
- Developed strategic e-mail marketing plan for other clients which resulted in 60% overall response rate, 40% of whom for one client made purchases
- Reduced in-house e-commerce costs significantly by helping to establish dedicated server setup specifically for e-commerce hosting and management

## ***Education***

Bachelor of Fine Arts in Graphic Design from School of Visual Arts.

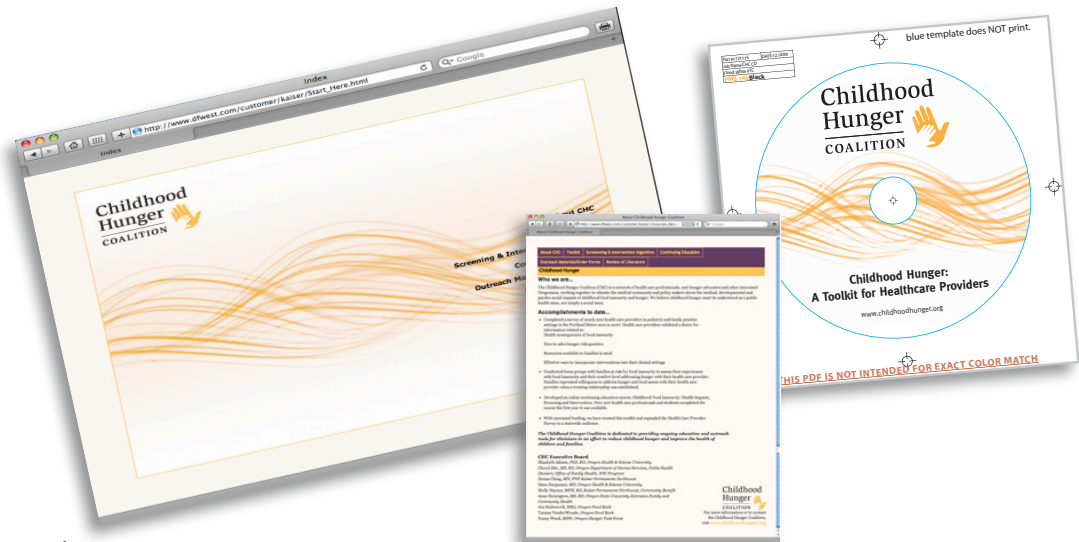
Areas of emphasis included:

Corporate Identity, Advertising, Typography, Packaging Design, Photography and Fine Arts

## ***Technical Skills***

Software: Adobe CS5 Studio Collection - Illustrator, Photoshop, InDesign, Dreamweaver, Fireworks, Encore, Premiere, After Effects; Lightroom 3; Acrobat Pro; Quark XPress 8; Suitcase; Font Book; Toast; HTML5; CSS; MySQL; PHP; Java; Concrete5; MS Office; QuickTime Pro; storefront and back-end e-merchant development and customizing including ZenCart, Wordpress, phpbb; E-mail marketing; Static Site Design; Search Engine Optimization; Template Design

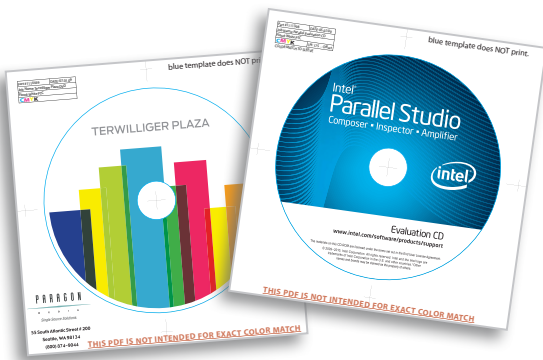
Other: Electronic pre-press/packaging; Color Scanning; Digital Photography; Catalog Photo Styling; Color Correcting and Image Enhancement; Image Conversion; Proofing/Editing; FTP; Color Matching; Press Checks; Press Operations



**Kaiser Permanente**  
 This multimedia disc was custom designed and authored to serve as a resource for employees in collaboration with a joint project with the Oregon Food Bank.



**CC+P**  
 Assisted local manufacturing corporation in re-establishing their corporate identity through a freshly designed and updated web site.



**CD/DVD Preflight**  
 Just two examples of literally thousands of preflighted packaging and digital media files.

**We'Moon**  
 We'Moon is comprised of an annually published 240 page lunar calendar/astrological datebook, wall calendar & greeting cards featuring art and writing by women all over the world. Published in English and German, We'Moon is a best seller that has been published for over 30 years and is distributed on five continents.





**Alaska Wild Berry Products**

In business for over 40 years, Alaska Wild Berry Products is a staple tourist destination of Anchorage, Alaska. Featured annually on “The Best of Food Finds” on the Food Network, the company has quickly spread its roots the world over. With an average distribution of 200,000 catalogs annually, the holiday catalog is the backbone of the mail orders and e-commerce.

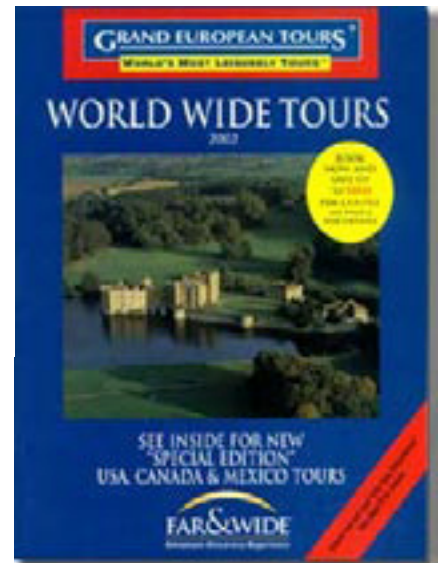


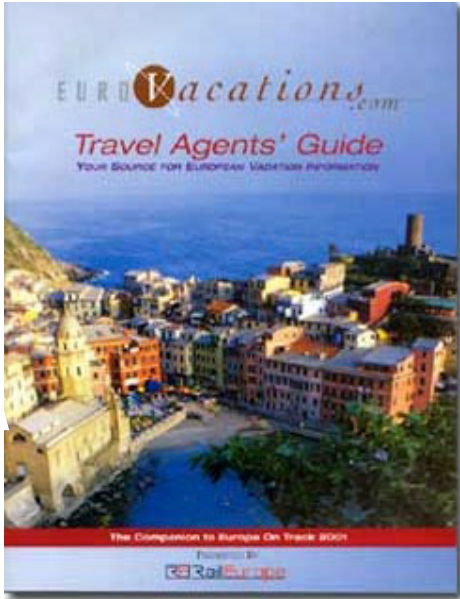
alaskawildberryproducts.com, 2002–2005



**Grand European Tours®**

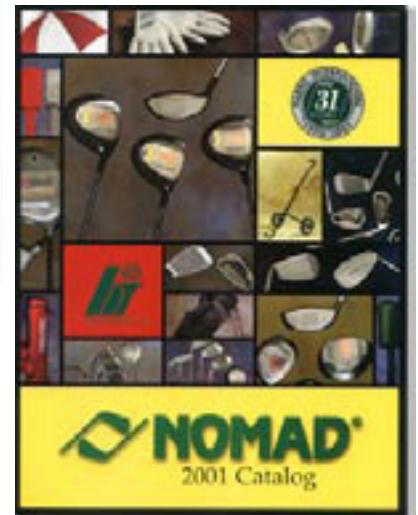
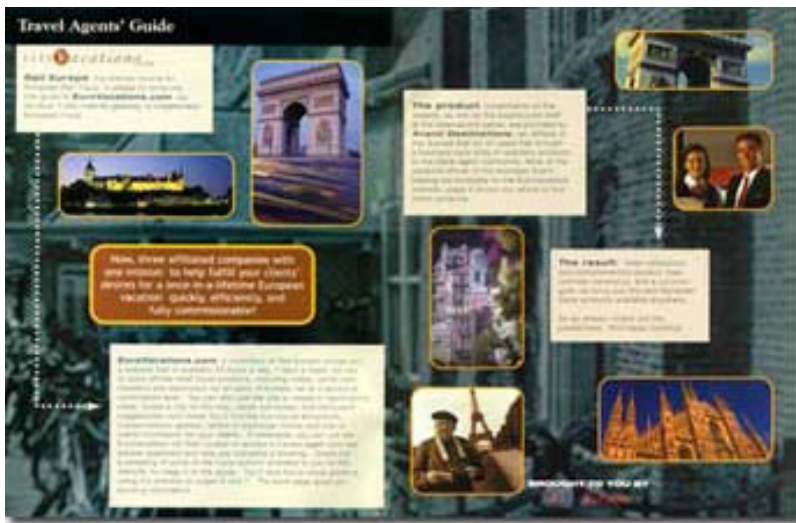
Grand European Tours® is a successful part of the FAR&WIDE family, offering guided tours to destinations all over the world, including the U.S. Primarily marketed through catalog distribution and email campaigns, the Grand European Tours® catalog plays a large role in supportive marketing and client bookings. Offering a full itinerary of all available vacation destinations as well as exclusive catalog-only offers, Grand European Tours® has a distribution of over one million catalogs annually.





**Avanti Travel**

Operating in partnership with EuroVacations.com, Avanti Travel commissioned this four page wrap to accompany the EuroVacations catalog in order to promote add-on itineraries to European tours offered by EuroVacations.



**Nomad®**

A wholesale distributor of golf equipment, the challenge for this client was to produce an attractive and effective wholesale catalog for distribution to Pro Shops as well as general sports equipment retailers. By adapting a “Mondrian” theme to the layout, a balance of simplicity and elegance was struck that would appeal to both the higher-end pro shops as well as corporate chain retailers.





**ATOMIC MOTOR SPORTS**

**Atomic**

Rally Racing - good wholesome fun for those car enthusiasts, right? Not these guys; designed for a Pacific Northwest team racing for Atomic, these decals just might have been seen on the sides, hood and trunk lid of the Subaru's being raced at one particular competition, that is, if you're IN. For the rest of us, we just got to see the blurred snapshots of muddy speeding sedans hurtling around a course for the checkered flag, location undisclosed.



**New Dimensions Folding Carton (2003)**

The challenge in creating this logo was to create a one color design that would be successful in a number of applications, from promotional material to its ultimate and most widely used application—coffee cup insulators made only of recycled materials. A particular challenge that was met was to create the logo in such a way that it would remain legible and recognizable on embossed cardboard. This design was the end result, with the gradient imitated through a 30 point line screen. With hundreds of thousands distributed throughout the Pacific Northwest Region, this Earth-friendly, environmentally conscious company is “all rapped up” in the success of its logo.



**Estacada Family Resource Center**



The Estacada Family Resource Center provides food and emergency relief resources for people in need, and is run entirely on a volunteer basis. This logo was designed exclusively for its web site, created as a medium for both volunteers and clients to anonymously access sources for emergency relief and volunteer information as well as to provide a community service to its visitors.

*efrc.org, 2002–2003*



*Making compliance our business, so you don't have to.*



**Glostone Trucking Solutions/Freightway Services**

A one-stop-shop for drivers, Glostone Trucking Solutions and Freightway Services offers administrative-type services for truck drivers, taking the hassle out of truck licensing, fuel tax reporting, compliance forms, even bookkeeping and insurance. Designed to establish an easily recognizable identity that drivers would be able to relate to, these logos have a versatile range of applications, appearing everywhere from technical forms, stationary and the company web site to promotional ads and apparel.



**griffin  
design  
company**

**Griffin Design Company**

Consistent freelance work and years of dreaming led to the creation of Griffin Design Co. in order to better and more fully meet client demands. With services ranging from catalog, logo and web site design & construction to illustration, photo styling and internet & print marketing, Griffin Design Co. has enjoyed many successes for itself and its clients.