



MICHELLE GRAY

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EXPERIENCE

SELF-EMPLOYED | FREELANCE GRAPHIC DESIGNER

2018 - PRESENT

- Collaborated on exclusive apparel, products, art, and editorial layouts for community-focused companies
- Developed packaging featuring original vector patterns alongside typographical formatting
- Managed large-scale projects for multiple clients simultaneously and ensured deadlines were met
- Composed unique logos, strong visual identities, and complete brand guides for a wide range of clients
- Designed digital illustrations, iconography, layouts, and templates to be utilized across social media platforms
- Established prompt and professional client communication to maintain positive relationships
- Streamlined existing brand elements into a cohesive identity across a diverse range of print materials
- Created promotional marketing graphics for distribution at conventions across North America
- Organized financial workflows to support varying client budgets and design-related needs

HASBRO, INC | GRAPHIC DESIGNER

2013 - 2018

- Developed instructional guides to be globally adapted for brands including Transformers & Star Wars
- Implemented highly technical design techniques to ensure a positive play experience for consumers
- Managed multiple project schedules ensuring deadlines were met
- Achieved marketing goals by aligning brand communication objectives with personal creative strategy and consistent technical accuracy
- Conducted research with focus groups to determine where improvements could be made
- Oversaw creative development of outside vendor work including layouts, renderings, and production
- Maintained positive relations with global partners through constructive correspondence and comprehensive procedures

HASBRO, INC | GRAPHIC DESIGN INTERN

2012

- Utilized Adobe Creative Suite to develop concepts for multi-million dollar brands
- Designed corporate event advertisements and illustrations
- Directed product photoshoots for Transformers

JOHNSON & WALES UNIVERSITY | OFFICE ASSISTANT

2010 - 2012

- Managed all classroom, professional, and traveling expenses for departments
- Maintained daily schedule for professors and other academic events
- Responsible for classroom purchases, including supplies and textbooks
- Assisted department professors with daily tasks

EDUCATION

JOHNSON & WALES UNIVERSITY | SUMMA CUM LAUDE

2013

B.S. in Graphic Design & Digital Media

SKILLS

- Illustrator
- InDesign
- Photoshop
- Typography
- Vector illustration
- Print Production
- Brand Identity
- Project Management