MICHELE BARTLETT
graphic designer

ADDRESS

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EDUCATION

Philadelphia University, Philadelphia, PA
Bachelor of Science, May 1998
Major: Graphic Design Communication

DESIGN SKILLS

Corporate Identity Design, Digital and Studio Photography, Illustration,
Multimedia Design, Moblie Design, Package Design, Project Management,
Publication Design, Typography, User Experience Design, and Web Design

TECHNICAL SKILLS

Mac And PC Platforms
Adobe CS5- Photoshop, Dreamweaver, Fireworks, Flash, Illustrator, and InDesign
Microsoft - Excel, FrontPage, PowerPoint, Project, Word, and Visio
Other - HTML, XHTML, CSS, JavaScript/jQuery, Usability/Accessibility, Visual
Studio 2010, AJAX Rad Controls, and Drupal

EXPERIENCE

06/12 - Present
Creative Services Manager
Post University
- Estimate and manage production of all print and web projects for the marketing
  department, and monitor quality standards.
- Reworked the branding and visual strategy for all marketing projects.
- Coordinate and manage a team of in-house designers as well as our creative
  partners(outside design firms) and other vendors.
- Provide art and creative direction for all marketing projects.
- Recommend appropriate media and software platforms for specific creative
  projects and products.
- Manage the univeristy's web presence and design of all email communications.
- Design high level materials and marketing presentations.
- Coordinate with the communciations department on the visual design for the
  university's various social media outlets.

09/11 - 06/12
UI Interactive Designer - Full-time Contract
Liquid Hub - King of Prussia, PA
- Assigned to Liquid Hub's client that is a large financial company in the
  Philadelphia area.
- Works directly with the mobile development agile team on Mobi,
  iPad, iPhone, and Android applications.
- Create detailed designs and front-run the development of prototypes based on
  those designs.
- Document the design in the format of our UI Specification templates.
- Validate the coded pages against the design per our usability and Page Integrity
  Test guidelines.

02/11 - 08/11
Web Designer - Full-time Contract
National Time Systems - Cinnaminson, NJ
- Responsible for the information architecture and user interface of an enterprise
  level employee shift scheduling application.
- Created prototypes, including visual design using Photoshop and site
  navigation/wireframes using Visio.
- Created and worked on Masterpages to include elements that would appear on
  all pages.
- Translated design prototypes into standards-based HTML, XHTML, and CSS
  using Visual Studio 2010.
- Created custom themes/skins for the AJAX RadContols used
- Also edited the C# code for various parts of the application.
- Created branding guidelines and standards.

- Performed quality control testing.
- Wrote and designed the user manual for the new application

05/09 - Present
Freelance Graphic/Web Designer
Clients: Various Clients
- Responsible for the project management of each project, all client communications, working with various vendors, and managing all production workflows.
- Responsible for the branding and visual design of each project including: advertisements, business cards, marketing materials, package designs.
- Created the front-end design for various websites as well as all the HTML and CSS elements for websites,

11/06 - 05/09
Senior Graphic Design Specialist
Towers Perrin - Philadelphia, PA
- Managed daily maintenance of TP World, the internal online community.
- Responsible for the branding and aesthetic design of TP World.
- Responsible for creating web graphic elements using Photoshop and Illustrator.
- Created design prototypes, including visual design using Photoshop and site navigation/wireframes using Visio.
- Translated design prototypes into standards-based HTML, XHTML, and CSS. Used FrontPage, Content Management Systems and Dreamweaver.
- Created style guidelines and standards.
- Responsible for the design and HTML/CSS for internal email updates, news letters and announcements using Photoshop and Lotus Notes.
- Created Flash animations and worked on other multimedia presentations for special projects as needed.

10/00 - 11/06
Senior Web Designer
Temple University - Philadelphia, PA
- Responsible for all of the project management aspects of assigned work including all client communications and production workflows.
- Designed, produced and updated web pages and graphic elements for different sites across the university, while ensuring site architecture and content formats met client needs. Used Photoshop, Visio, and Dreamweaver.
- Created design prototypes, including graphic design, information architecture and wireframes, then turning them into standards-based HTML/CSS.
- Worked directly with development teams to support analysis, design, testing, and troubleshooting of project issues as related to usability and visual design.
- Helped run the usability and accessibility lab and provided support services.
- Worked on additional projects and tasks as assigned.

9/98 - 10/00
Graphic Designer
AbleSoft, Inc. - Pennsauken, NJ
- Conceptualized, designed, and produced a variety of print projects, including; consumer packaging, brochures, advertisements, catalogs, and direct mail. Used Photoshop, Illustrator, and QuarkXpress to create all print work.
- Oversaw the design standards, documentation, specifications and production workflows.
- Performed support tasks, created new designs, and illustrations for various media and online systems.
- Collected and processed files for release to vendors utilizing various prepress techniques.

ACHIEVEMENTS

Presenter at Temple University's World Usability Day 2006
Award of Excellence - 2006 Society for Technical Communications Philadelphia Metro Chapter

AFFILIATIONS

AIGA
Internet Professional Publishers Association
Philadelphia Area New Media Association