

# MICHELLE FLACKS/

VISUAL  
DESIGNER

## SCHOOL

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### FASHION INSTITUTE OF TECHNOLOGY

B.F.A Advertising Design  
Minor in Psychology & Art History  
NEW YORK, NY / AUG 2013 - MAY 2015

A.A.S Communication Design  
NEW YORK, NY / AUG 2011 - MAY 2013

## SKILLS

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Proficient in Sketch  
Proficient in Adobe Creative Suite  
Proficient in Microsoft Office  
Identity and Brand Development  
Knowledgeable in Social Media Strategy  
Basic HTML / CSS  
Keynote, Powerpoint & Google Slides  
Experience with Google Analytics  
Photography

## WORK

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### UX/UI Designer

IBM iX (formerly Resource/Ammirati) July 2017 - Present

- Designed an ecommerce desktop and mobile website for the largest furniture manufacturer in China including mood boards, UI elements and 25 full templates for a variety of conditions in multiple phases of design sprints
- Successfully researched Chinese UI practices via primary and secondary research culminating in client knowledge transfer
- Utilized multi-national bank's existing assets to create proof of concept for back-end AI software working closely with developers to provide design input
- Learned and practiced multiple development processes including Scrum, Agile, Lean, Waterfall and IBM Design Thinking

### Art Director

Resource/Ammirati May 2015 - July 2017

- Designed logo and official brand assets of national beauty brand to be rolled out at all store locations after extensive brand research and design iterations
  - Presented design concept for new website for global consumer product company and contributed to final design in partnership with extended creative team
- Concepted and developed differentiating campaign ideas and ads for multiple clients across channels including social media, billboards, print, digital, brand partnerships, and retail
- Developed social media ad strategy, concepts, and assets for consumer product company for over two years to successfully increase digital impressions

### Art Direction Intern

Resource/Ammirati Jan 2015 - May 2015

- Assisted in RFP efforts that resulted in multi-year retainer of marquee client and continued involvement in business development for subsequent time at firm
- Brought digital best practice knowledge to firm and conducted ad-hoc and formal knowledge sharing session

### Student Representative

Adobe Sept 2013 - May 2014

- Member of an international network of student leaders serving as brand representatives to educate peers and the larger community, drive deep awareness of Adobe Creative Cloud, and execute marketing strategies on behalf of the global brand

### Assistant Graphic Designer

Erric Sorelle Studios May 2011 - 2014

- Designed various packages, brochures, logos, and style guides to be used in stores and catalogs internationally
- Assisted in photo shoots, preparing full looks, choosing models, and working to complete necessary shots quickly and efficiently

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