

# marcelle carlson

www.marcellecarlson.com

pw: mcdesign

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414-225-5032

## **Environmental brand designer and project manager with 10+ years of experience.**

Award-winning creative problem-solver currently in a blended role. Experience includes leading projects through design, implementation, and installation while remaining on budget, on time while building solid client relationships.

- Dynamic communicator
- Sought-after team member
- Manages time, finances, invoices
- Effective proposal writer
- Directs and mentors peers
- Authentic leadership

## *experience*

### **Kahler Slater, Inc, Milwaukee, WI**

**8/2008 – Present**

#### **Senior Environmental Brand Designer, Associate**

- Currently managing eight unique client projects.
- Project manager and principal designer for two key accounts. Responsible for the design and implementation of 20+ workplaces throughout the nation for Grant Thornton and Capital One.
- Effectively write, design and generate proposals with accurate fee estimates and schedules. Review monthly invoices, track hours and guide projects to completion.
- Main point of contact for clients, vendors and consultants for entirety of project.
- Manage quality control for all aspects of the design and management process.
- Create, design and deliver exceptional client presentations for all project phases.
- Adept at translating complex design concepts between clients and creatives.
- Lead design initiatives and the fabrication process through bidding, vendor selection, sampling, scheduling, installation and punch listing.
- Provide extremely detailed branding and signage design intent.
- Collaborate with partnering design firms (interior designers / architects) to understand project objectives and design intent to ensure a cohesive look and feel.
- Skilled with Adobe Creative Suite, CADtools, & MS Office.

#### **Internal Brand Communication Designer**

- Worked directly with marketing coordinators to design and implement trade show booths, invitation suites, client give-aways, proposal packets, email blasts, and presentations.
- Re-designed the firm wide proposal packets and award booklets. Award booklet re-design resulted in an Honor Award from AIA-Wisconsin for the Grand Itasca Clinic & Hospital.

### **Asen Advertising & Marketing, Knoxville, TN**

**9/2006 – 8/2008**

#### **Art Director**

- Created logos, direct mail pieces, identity packages, booklets, advertisements, product packaging and other collateral from beginning to end.
- Attended press checks and assisted with production development for multiple projects while collaborating with account executives and clients through all stages.



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## *education*

Mississippi State University  
College of Architecture, Art & Design  
Bachelor of Fine Arts, Minor in Marketing  
Magna Cum Laude

## *relevant awards*

2014 Global Water Center, Milwaukee Business Journal, Real Estate Award  
2013 Global Water Center, ASID Wisconsin Platinum Award, Historic Renovation  
2013 Samsung, ASID Wisconsin Silver Award, Office/Corporate  
2008 Knoxville Chapter of the American Advertising Federation, Two Bronze Addys  
2006 HOW Magazine Self-Promotional Winner, Published October 2006

## *testimonials*

**"I trust Marcelle 150%"**

— Senior Manager, Workplace Projects, Confidential Client

**"Marcelle is always on top of everything. Her communication is above and beyond. The perfect amount of communication, meticulous – amazing!"**

— Senior Manager, Workplace Projects, Confidential Client

**"Marcelle is doing an outstanding job with this high profile client. She is managing several projects for different managers on this account, presenting via conference calls and traveling around the US for punch listing."**

— Team Leader, Kahler Slater

## *activities*

City of Cudahy Design Review Board  
Kahler Slater Culture Council  
JK LEE Black Belt Academy, Purple Belt