

# Michelle Farrell

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## EDUCATION

### Master of Arts

Communication Design, 1997, University of Baltimore, Baltimore, MD

### Bachelor of Fine Arts

Graphic Design, 1992, Rochester Institute of Technology, Rochester, NY

## WORK EXPERIENCE

### *Senior Graphic Designer and Visualization Specialist*

08/2013---present

#### **U.S. Department of Treasury/Office of Financial Research, Washington, DC**

Create, develop, and implement the organization's branding and logo identity. Develop and implement brand applications, guidelines and policies for print, digital, and social mediums. Work independently and with little supervision to visually translate highly complex processes and concepts. Develop and create new digital tools, products, and content for reports to Congress, various public products and our external website. Foster collaborative relationships and work closely with Senior Management, and the Director in order to develop visual solutions and balance multiple assignments to meet time-sensitive deadlines. Coordinate and maintain schedule and budgets for the production of various marketing projects. Analyze complex research to illustrate patterns, trends, relationships, and comparisons, and the use of visual information to most effectively illustrate analyses of abstract ideas and conclusions. Produce visuals and graphics for print and digital media use, to include highly complex charts and diagrams, mapping systems, illustrations, drawings, photographs and other artwork. *Daily knowledge and use of:* design and graphics software (Adobe Creative Suite), data mapping software (Tableau, High charts); and various web-based html and content management systems (Drupal, Jekyll, Wordpress, SharePoint). Maintain computer graphic equipment, design software, scanners, and print equipment, image library storage-and-retrieval systems, and branding archives.

### *Art Director and Production Manager*

02/2012---08/2013

#### **U.S. Department of State, Washington, DC**

Manages all aspects of publication production including budgeting, scheduling, and overseeing development and approval of design concept. Establishes production schedules and assures timely execution of each design project. Adjusts project design as required to assure that deadlines are met and products delivered on time and ready for print or digital production. Supervises a team of designers, contractors, and the office administrative assistant, that are responsible for design development and execution, including layout and production---ready files. Maintains Contracting Officer Representative status, manages office contracts, approves invoices, maintains office financial records; also purchases and maintains technical equipment and software for the team. Worked closely with an editorial staff to enforce AP style, and maintained full AP subscription to content and photo library.

I oversee the budgeting processes in order to manage an office budget, including invoicing and maintenance of financial records. I am responsible for assigning, reviewing, and supervising the work of others. I work in a multi---cultural environment and have to use objectivity and fairness in judging people on their ability, and situations on the facts and circumstances; daily tasks require constant adjustment to change, work pressures, or difficult situations without undue stress, willingness to consider new ideas or divergent points of view; and the capacity to "see the job through."

***Program Communications Manager*****01/2011---02/2012****U.S. General Services Administration, Washington, DC**

Led the development of branding and messaging themes; conducted research and analysis to compare the Program branding and communications with agency level strategy and market trends; created visual collateral to support education of employees about flexible workplaces; supported tool kit development for employee change program; facilitated team meetings; drove the design and content support for the umbrella website to closure (identifying how information would be pulled to support umbrella structure); established a hub for Project's final documents; supported the design and development of a streamlined business case for the Project; managed and guided communications resources to generate collateral and produce results in line with PMO/Project vision; analyzed results of action research conducted by other team members on employees experiences with workplaces and the mobile environment.

***Senior Information Specialist and Contracting Representative*****U.S. General Services Administration, Washington, DC****11/2003--01/2011**

Duties include budget planning and fiscal estimating; publication/visual media design, layout, and production (using both Macintosh and Windows operating systems); COTR for service---related contracts; maintain vendor relations and management; edit, write, and proofread; work closely with press relations and internal and external web, IT and video services; assist and support Senior Executive officials with technical and creative problem solving, branding initiatives and federal programs; participate with high---level management in formulating decisions to the agency's changing business needs and missions as well as the design/development of the visual elements for new programs and initiatives; enforce federal policy and regulations by providing expert advice and guidance to associates throughout the agency's various bureaus; write, award and administer contracts for various multi---media services.

**Agency photographer:** photograph senior officials and events to include White House executive staff, maintain large photo library and create web accessible and 508 compliant galleries for public use and internal uses.

***Production Manager, Media Art Services*****U.S. Health and Human Services, Rockville, MD****07/2002---11/2003**

Manage media arts services' production and staff for the entire organization; consult, estimate, schedule and perform all the phases of a print and multi---media projects; maintain budgets for annual purchase agreements and equipment/supplies for the section; estimate, write and administer staffing contracts and monitor on and off---site contractors. **As Print Specialist:** review print requests, develop specifications, and process requests and print orders to ensure accurate and timely procurement of a wide variety of multimedia products; perform as a liaison for printing related queries between agency program officials and the Government Printing Office contractors; provide technical assistance to meet multimedia needs efficiently and effectively; develop and implement a new automated job tracking system; prepare accurate and timely records of all transactions pertaining to requests including delivery confirmations and quality control; also acted as pre---press/technical review expert for the agency.

***Assistant Professor of Graphic Design*****Frostburg State University (FSU), Frostburg, MD****08/2000---08/2002****Anne Arundel Community College, MD****09/1999---08/2000****Community College at Baltimore County, MD**

Duties: Teach undergraduate comprehensive courses in graphic design at the beginning, intermediate and advanced levels; manage and assist in maintaining computer labs; responsible for graphic design curriculum, educational research, professional development and activity, student advising, and providing various department, university and community services to include Chair of Curriculum Committee and member of Service---Learning Committee. I also developed and taught an international design course, Symbols and Signage

at Oxford University, Oxford, England as part of a program partnership with Indiana University of Pennsylvania.

***Supervisory Account Representative and Printing Specialist***

**U.S. Government Printing Office, Washington, DC**

**07/1992---11/1998**

Duties: Supervise and maintain staff responsible for the printing, binding and publishing of all agencies of the Federal Government; instruct the division on graphic arts procedures, applications, software and various; review and pre---flight furnished materials, specifications, proofing and print methods; confer with public and private---sector writers, designers, editors, and printers; perform press inspections; consult and develop web sites and Internet uses for internal and external customers; manage Section's fiscal budget; and consulted by Senior Executive officials, commercial vendors, and colleagues on federal policy, procedures, and contracts.

**Accomplishments**

- Office of Emergency Preparedness, OFR Building Coordinator, 2015 --- present
- Maine Media Workshops participant, Rockport, ME, 2009
- International Center of Photography participant, New York City, 2009
- NAGC Blue Pencil Award, Honorable Mention, 2008
- Cooper---Hewitt Design Educators Participant, New York City, 2001
- Chair, Visual Arts Curriculum Committee, FSU 2000---02
- Regional juried photography exhibitions:
  - National Cathedral Juried Photography Exhibition, Washington, DC
  - Mitchell Gallery Annual Juried Exhibition, St. John's College, Annapolis
  - AIGA Baltimore Art---On---The---Side exhibit, Baltimore
- 1995---96 Franklin Technical Society Scholarship recipient
- Phi Eta Sigma Honor Society
- RIT Intercollegiate Varsity Soccer Goalkeeper

*Portfolio and references are available digitally or in print upon request.*