MICHAELA FALLON

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EDUCATION

2014 - 2018 North Carolina State University

Raleigh, North Carolina Bachelor of Graphic Design

GPA: 3.8

2017 The Prague Institute

Prague, Czech Republic

WORK EXPERIENCE

2017 - current Graphic Design Intern

Valassis Digital (formerly MaxPoint Interactive), Morrisville, North Carolina

Design projects include advertisement placements, event collateral, exhibition booth design, direct mailer design, and PowerPoint presentation design.

2016 Graphic Design Intern

Fingerpaint Marketing, Villanova, Pennsylvania

Designed the brand of a client pharmaceutical company, including the logo, website, and PowerPoint template. Brainstormed marketing ideas with the Creative team to design advertisements and client proposals. Communicated with team members and presented project progress to clients.

2015 Swim Team Coach

Oreland Swim Club, Oreland, Pennsylvania

Ran practices, arranged line-ups, organized swim meets.

2013 - 2015 Lifeguard and Swim Instructor

Oreland Swim Club, Oreland, Pennsylvania

SPONSORED PROJECTS

2016 Accessible Design

A project in partnership with SAS to design data visualizations with accessible features catered to low-vision users.

2017 Packaging Design

A project in partnership with Sealed Air to design the packaging and unboxing experience of makeup products. The specific user group my group targeting was people receiving packages as gifts.

Technical

SKILLS

Experiential

Accessible Design Training
User Experience Design
Typography and Visual Design
User Research
Sketch
Keynote and PowerPoint
Illustration and Photography
Packaging Design
Wireframing and Prototyping