



michele clemmens

GRAPHIC DESIGNER



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ABOUT

I have 9 years of experience in large format printing, sign & graphics production, & team management. I have an expert knowledge of the Adobe Creative Suite, file preparation, & photo editing. I am able to discuss a job with a client and manage a project fully from estimation, to design, to production while overseeing multiple employees. I am comfortable with ordering from outside vendors, loading machinery, helping with installations, as well as all social media and web design needs.

WORK EXPERIENCE

Five Below | Visual Merchandising Coordinator | 2019- Present

- Creates all Preliminary and Final merchandising layouts using AutoCAD, as well as any supplemental signage needed within our department.
- Works with store design, allocations, and buyers to ensure that each unique new store opens with the proper seasonal set and that all visual standards are executed.
- Designs set tags & multi-page set guides using product images and CADS to directly train the store crews in the field how to properly set all product according to Visual Merchandising standards.

Image360 Marlton | Art Director | 2014-2019

- Designed Vehicle Wraps, business cards & print collateral, trade show displays, architectural signage, dimensional lettering, window & wall graphics, event promotion signage, and much more.
- Loaded and ran all machinery, including an HP 360 Large Format Printer, Vinyl Plotter, Trotec Laser Cutter and ADA Engraving Machine.
- Helped with production & installation of signage, including plotting, weeding, cutting and laminating.
- Maintained all social media accounts, edited all product photos, designed marketing materials, rebuilt and updated website.
- Vectorized or recreated most customer files, and set up properly for print or contour cut
- Obtained pricing for substrates or outsourced projects, created invoices, placed orders with outside vendors.
- Managed the workflow of all employees and projects while being responsible for interviewing and training newly hired employees.

InkIT Design & Print | Graphic Designer | 2013-2014

- Designed Vehicle Wraps, Business Cards, Logos, Promotional Products, Banners, as well as set up files for in house and outsourced printing.
- Brainstormed with customers directly to solve their signage needs and then worked closely with the production department to ensure files were ready to rip and print.



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Advertising Systems, Inc | Graphic Designer | 2012-2013

- Designed Vehicle Wraps, Flyers, E-Blasts, Website Graphics, Tradeshow Displays, Album Artwork, etc.
- Set up files for UV and solvent printing, die cutting, laser engraving.
- Worked with the sales department to create marketing materials for events.
- Edited and photoshopped professional photos for magazines and catalogs.

Showcase Graphics | Graphic Designer | 2010-2012

- Created all social media accounts and marketing materials, and maintained website.
- Photographed all completed products, edited photos for use in marketing.
- Set up design files and placed orders with outside vendors.
- Designed graphics for promotional products, apparel, and print collateral.

30 Strikes | Bar & Food Service Manager | 2003-Present

- Interview & train all incoming staff in best practices and great customer service.
- Created custom cocktails & designed the menus for bar & cafe.
- Attended bartending school & TIPS Certification to learn and maintain proper food and beverage safety.
- Organize catering for large tournaments and all spectators during large events such as the Special Olympics and Intercollegiate Championships.

SKILLS

Photoshop
Illustrator
InDesign
Adobe XD
AutoCAD
Wix, Wordpress, Keynote
Microsoft Office
Corebridge Order Mgmt
Figma
Sketch
HTML/CSS/Javascript
Onyx RIP Center
Summa Plotter/Trotec Laser
HP360 Large Format Printer

PROFESSIONAL EXPERTISE

Photo Retouching & Manipulation
Vectorization & Logo Design
Pre-Press file setup
Production & Offsite installation
Back-end website editing
Newsletter & E-blast design
Social Media Marketing
Invoicing & Reconciliation
Corporate Re-Branding
Site Inspections and Client Meetings

EDUCATION

Career Foundry 2021
User Interface/User Experience with a specialization in Front End Development
Rowan University 2011
Bachelor of Arts in Graphic Design with a minor in Art History
Burlington County College 2009
Associate of Applied Science in Graphic Design & Digital Media