

michelle reyer

michellereydesign.com | michellereydesign@gmail.com | 973-634-7631

EDUCATION

BFA: Graphic Design

Interactive Print & Screen

Kean University

Michael Graves College

Robert Busch School of Design, Union, NJ

Summa Cum Laude

Dean's list: Fall 2017 - Spring 2019

GPA: 4.0

May 2019

AAS: Graphic Design

County College of Morris, Randolph, NJ

Cum Laude

December 2016

DESIGN SKILLS

Brand Identity Expressive Typography

Packaging Promotional Design

Editorial Patterning

PERSONAL SKILLS

Strong communicator

Strong leadership skills

Cooperative team member

Customer oriented

Problem solver

TECH SKILLS

Adobe CC: Illustrator, Photoshop,

InDesign, Lightroom, After Effects;

InVision, Microsoft Office, Keynote

INTERESTS

Travel

Cooking

Snowboarding

Animal lover

DESIGN EXPERIENCE

The Design Studio Practicum | Michael Graves College

Graphic Design Intern | Sept. - Dec. 2018

Created new marketing materials to promote the Employment and Empowerment Team for Jon Bon Jovi's Soul Kitchen

Worked with a team to conceptualize and design an exhibit at Papermill Playhouse in Millburn, NJ to celebrate 80 years of theater

Aduro Products | Metuchen, NJ

Graphic Designer | Sept. 2017 - Sept. 2018

Designed packaging for sports products, electronics, and cosmetics

Developed a new identity and created a presentation for the Aduro Sport Pro Cycle line that aligned with Target's new style

Responsibilities included: package design, product design, creating sale sheets and presentations, designing content for Amazon and Groupon listings, and photographing, photo editing and designing manuals for products

Graphic Design Intern | Feb. 2017 - May 2017

Designed packaging for a bike storage bag

Assisted in the development of a new phone mount, including: naming of product, selecting colors, and designing packaging

Spice It Up | Beach Haven, NJ

Assistant Manager and Designer | May 2016 - Oct. 2017

Designed materials for the store including, menus, t-shirts and newspaper ads

Responsibilities included: designing, employee training and scheduling, customer service, and opening and closing the store

Style by Sunita | Kinnelon, NJ

Marketing Assistant and Designer | Sept. 2014 - May 2017

Designed business cards and assisted with branding materials

Responsibilities included: maintaining inventory records, product photography, product listings and shipping, and organizing inventory

EXTRACURRICULAR ACTIVITIES

Society of Publication Design | 2019

Member and Volunteer

Kean University Research Days | 2019

Participant

Kean University Thinking Creatively, Lets Charrette | 2018

Participant