

michelle reyer

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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

Surfing

Animal lover

WORK EXPERIENCE

Coconut Harry's Surf Shop & School | Nosara, Costa Rica

Designer, Photographer, Manager | 2019 – 2023

Led the development of a new website featuring original photography.

Managed and curated content for the business's Instagram and Facebook platforms.

Produced daily surf report photos, involving photography, editing, and same-day posting.

Oversaw operations across three distinct locations, encompassing two surf schools and shops, while supervising a dedicated team of eight employees.

In managing these establishments, I assumed a diverse range of responsibilities, including but not limited to team management, recruitment, scheduling, operational oversight, payroll administration, email reservation management, and strategic merchandising initiatives.

SCA Sicular Creative Agency | SOHO, New York

Creative | 2019 – 2021

Played a pivotal role in refining the brand identity of the startup, with a focus on social media strategy, comprehensive branding initiatives, and innovative packaging solutions. Instrumental in crafting compelling sales decks to drive business growth.

Led the strategic enhancement of SCA's branding elements, encompassing meticulous attention to detail in areas such as brand color selection through rigorous color studies, development of impactful iconography, and other critical components.

Engaged in diverse responsibilities spanning campaign conceptualization and design, art direction, and photography, contributing to the creation of captivating visual narratives.

Aduro | Metuchen, NJ

Designer | Sept. 2017 – Sept. 2018

Conceptualized and executed packaging designs catering to a range of industries, including sports products, electronics, and cosmetics.

Pioneered the establishment of a novel brand identity, exemplified by the creation of a compelling presentation for the Aduro Sport Pro Cycle line, meticulously aligning it with Target's contemporary stylistic direction.

Core responsibilities encompassed multifaceted endeavors such as package design, product design, the formulation of comprehensive sales collateral and presentations, crafting visually engaging content tailored for Amazon and Groupon listings, and undertaking photography, photo editing, and manual design for various products.