

# 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  
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         Content Creation

## PERSONAL SKILLS

Excellent communicator  
Strong leadership skills  
Collaborative team member  
Customer oriented  
Problem solver

## TECH SKILLS

Adobe CC: Illustrator, Photoshop,  
InDesign, Lightroom, After Effects,  
Invision, Microsoft Office, Keynote,  
Social Media

## INTERESTS

Travel  
Cooking  
Surfing  
Animal rescue  
Photography

## WORK EXPERIENCE

### **Design Consultant**

Freelance | 2020-Present

**Sol Academics:** Successfully rebranded the company, enhancing its visual identity and market presence. Currently providing ongoing social media management, focusing on content creation, promotions, and scheduling to engage and grow their audience.

**Jen Stones Jewelry:** Revitalized the brand through a new logo design and strategic social media guidance. Conducted multiple brand photoshoots for the jewelry and clothing line, producing compelling content for social media, website imagery, and marketing campaigns.

**Made for Magic Journals:** Elevated product design while refining the brand's mission for greater impact. Developed innovative ideas to enhance the customer experience and created a comprehensive social media plan with engaging content to boost brand visibility.

### **Operations Manager and Design Director**

Coconut Harry's Surf Shop & School | Nosara, Costa Rica | 2019 - 2023

**Leadership & Operations:** Developed long-term strategies for growth, streamlined retail operations, and managed a diverse team of 10 to enhance efficiency and customer satisfaction.

**Financial Management & Development:** Analyzed monthly revenue for decision-making, managed payroll, and created staff schedules to optimize workforce allocation.

**Creative & Branding Initiatives:** Led the design of surf gear and promotional materials, collaborated on product launches, and executed branding strategies to elevate visibility and engagement.

**Digital Marketing:** Spearheaded the complete rebranding of a landmark tourist attraction, including website redesign, modernizing its digital presence and significantly increasing social media engagement.

### **Creative Director**

SCA Sicular Creative Agency | SOHO, New York | 2019 - 2022

**Brand Transformation:** Guided a small agency in evolving its brand identity, resulting in an expanded client base and increased revenue.

**Strategic Branding Enhancement:** Directed the refinement of SCA's branding elements through in-depth color studies, the creation of compelling iconography, and exploration of typography and other essential design components.

**Campaign Development:** Spearheaded the conceptualization and execution of marketing campaigns, including art direction and photography, to produce engaging visual narratives for clients.