

michelle reyer

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

Welcome to my creative world! I'm Michelle aka Meesh, a proven graphic designer. My forte lies in the art of branding, where I craft compelling identities that resonate with audiences. Conceptualization is my playground, and I revel in the process of translating ideas into tangible, captivating designs that get results. I thrive both as a collaborative team player and as a capable leader, adept at inspiring others to realize the vision for a project.

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

AAS: Graphic Design

County College of Morris, Randolph, NJ
Cum Laude

DESIGN SKILLS

Brand Identity Expressive Typography
Packaging Promotional Design
Editorial Patterning
Social Media Web Design

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

INTERESTS

Travel
Cooking
Surfing
Animal rescue

WORK EXPERIENCE

Designer, Photographer, General Manager | 2019 - 2023

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

Spearheaded the complete rebranding for a landmark tourist attraction including modernizing its digital presence and significantly drove social media engagement.

Developed and implemented a detailed growth strategy that refreshed the business and resulted in its expansion to a third location.

Produced daily surf reports including photography, editing, and same day posting on social media.

Led and managed a team of 8 employees who were responsible for day-to-day operations.

Graphic Designer | 2019 - 2021

SCA Sicular Creative Agency | SOHO, New York

Helped a small agency leap ahead in its brand identity to expand its client base and grow revenue.

Led the strategic enhancement of SCA's brand elements, including brand color selection through rigorous color studies, development of impactful iconography, exploration of typography and other critical components.

Successfully executed campaign conceptualization and design, art direction, and photography, contributing to the creation of captivating visual narratives for our clients.

Package Designer | Sept. 2017 - Sept. 2018

Aduro | Metuchen, NJ

Led, 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 for the Aduro Sport Pro Cycle line, meticulously aligning it with Target's contemporary stylistic direction.

Multifaceted responsibilities included 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.