



michelealexey

GRAPHIC DESIGN & ILLUSTRATION

Philadelphia, PA | 267.241.3825
michelealexey@gmail.com | www.michelealexey.com

PROFILE

Accomplished Senior Graphic Designer with excellent interpersonal and leadership skills. Over 17 years of experience in packaging design, art direction, branding, catalogs, email marketing, product photography, product design, trade show graphics, website data management, and illustration.

SKILLS

Adobe Creative Suite
Microsoft Office
Basic product photography
Basic knowledge of HTML/CSS
Mac and PC platforms

EXPERIENCE

Freelance Graphic Designer | October 2017 - Present

Providing design services for a range of clients. Services include branding, illustration, packaging, promotional signage, and marketing materials.

Senior Graphic Designer | April 2015 - October 2017

Quickie Manufacturing Corp., Riverton, NJ

The Lehigh Group, Riverton, NJ

- Responsible for the management and organization of all creative assets for The Lehigh Group product lines: SecureLine, Wellington, Mapa, and Crawford.
- Developed the brand identity for the Quickie Commercial product line and established brand standards throughout all marketing collateral, packaging, web imagery, trade show graphics, and signage.
- Contributed to the rebranding of the Quickie Clean Results product line, successfully launching product packaging in Lowe's for 36 items.
- Collaborated with marketing to provide signage, packaging comps, display comps, and marketing materials for Lowe's, Home Depot, ACE, True Value, and Walmart line reviews.
- Designed trade show signage for shows such as Housewares, ISSA, Orgill, Ace, and True Value.
- Designed print ads for Orgill, Ready Set Grow, and ProConstruction, improving the overall look and feel using stylized typography and imagery.
- Created digital banners ads and website sliders for Quickie, NUK and key customer accounts including Home Depot, Lowe's, Walmart, and Amazon. Increased product and brand awareness while driving sales and top line growth.
- Notable Honors: Recognized as a Quickie Valued Employee for Adaptability, Flexibility, Creativity, Innovation, Initiative, Results Focus, and Teamwork - 2015, 2016

Creative Services Manager / Art Director | April 2006 - February 2015

Wireless Xcessories Group, Huntingdon Valley, PA

- Responsible for all art direction, corporate branding, packaging, photography, email marketing, illustration, website copy and data management, catalogs, presentations, trade show signage, and promotional materials.
- Recruitment, management and oversight of creative services department and its artistic processes throughout the spectrum of production including project management, deadline assignment, staff delegation and art direction/supervision.
- Collaborated with clients and overseas vendors to ensure the delivery of creative products fulfills the needs and goals of all involved.
- Developed the brand identity for Upwardly Mobile Accessories and established brand standards throughout all marketing collateral, packaging, web imagery, trade show graphics, and signage.
- Notable Honors: Earned promotion from Graphic Designer to Art Director in 2007



michelealexym

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Graphic Designer | February 2000 - April 2006

Ultra Hardware Products | Pennsauken, NJ

- Responsible for packaging, branding, product photography, illustration, catalogs, sell sheets, product comps, production and prepress, trade show signage, POP materials, and line art illustrations.
- Collaborated with clients and overseas vendors to ensure the delivery of creative products fulfills the needs and goals of all involved.
- Design and development of Westmore Hardware Brand identity and package design, a brand of high-end home hardware.
- Notable Honors: Named multiple times as Employee of the Month and Star of the Month by company management.

FREELANCE EXPERIENCE

The Boss Group - Bala Cynwyd, PA
Westinghouse Lighting - Philadelphia, PA
CORA Services - Philadelphia, PA
Warranty Life - Bellingham, WA
Orchard Lock Distributors - Hamden, CT
Ricochet Manufacturing Inc. - Philadelphia, PA
Wirex17 - Huntingdon Valley, PA
Paris Corporation - Westampton, NJ
Ambler Choral Society - Maple Glen, PA
KidZGoo - Jenkintown, PA

EDUCATION

The Art Institute of Philadelphia

Major: Graphic Design
Associate Degree

The Art Institute of Philadelphia

Major: Animation

Kutztown University (PA)

Major: Psychology