

MICHELLE FINK

🏠 North Massapequa, NY

📞 516-376-1977

✉ michelleafink@yahoo.com

in [linkedin.com/in/michellefink5](https://www.linkedin.com/in/michellefink5)

🌐 www.michelleafink.com

SKILLS

- Adobe Creative Suite
InDesign, Illustrator, Photoshop, Premiere Pro
- Book Cover & Layout Design
- Branding & Identity
- Canva
- Copy Editing
- Digital & Print Design
- Layout / Composition
- Mailchimp / Email Marketing
- Microsoft Office Suite
- Prepress / Print File Preparation
- Photo Retouching
- Typography / Typesetting
- User Interface (UI) Design
- Wordpress / Wix / Shopify

WORK EXPERIENCE

Graphic Designer | Mar 2024 — Jan 2025

Little Hippo Books, Melville, NY

- Designed children's books, leading the creative vision for cover and title art, as well as the layout and typography for interior pages
- Curated comprehensive creative briefs for printing manufacturers upon selecting sensory elements for books, such as sounds, "touch & feel" materials, and drafting additional features like plush characters, puzzle pieces, and teethingers
- Conceptualized and designed Montessori toys and its corresponding packaging for the launch of Brilliant Baby Toys
- Created Amazon A+ content, designed catalogs and sales sheets, updated web pages, and developed dynamic social media visuals and video ads to boost customer engagement and sales
- Adapted books in Greek, Russian, and Turkish, expanding the reach of the brand internationally
- Oversaw a network of 100+ Brand Ambassadors, implementing efficient workflows with Monday.com to streamline distribution and monthly promotions

Graphic Designer | Jan 2021 — Feb 2024

KGI Design Group, Farmingdale, NY

- Conceptualized and developed multiple concurrent projects across a diverse range of markets with the utmost attention to detail
- Developed cohesive branding identities per client specifications, including logos, typography, and color palettes
- Lead designer for all email campaigns, with distribution to a combined contact list of more than 12,000 subscribers
- Supported web development team with UI design and back-end revision and maintenance
- Effectively handled agency assignments, such as photo retouching, book design, iconography, survey design, and video editing

Graphic Designer | Aug 2020 — Present

Freelance, North Massapequa, NY

- Worked with lead actor of Netflix's *Stranger Things*, Noah Schnapp, to illustrate an apparel design to be distributed to cast and crew
- Collaborated with Marvel Studio's VFX team to create a commemorative gift for the release of their television series, *Ms. Marvel*
- Develop a diverse array of digital and print materials, including logos, business cards, social graphics, or any other requested visuals

Administrative Temp | Jan 2019 — Jun 2019

Creative Artists Agency, New York, NY

- Prioritized and delegated tasks from talent agents to a team of 15+ colleagues, ensuring efficiency in a fast-paced environment

Executive Assistant & Office Manager | Dec 2017 — Jan 2019

Elite Mobile Examiners, Massapequa Park, NY

- Coordinated president's professional and personal calendar
- Maintained client database containing sensitive information
- Processed billing, invoices, expenses, and biweekly payroll

EDUCATION

Certificate in Graphic Design

Fashion Institute of Technology
New York, NY | 2020-2021

Bachelor of Arts in Music Business

State University of New York at Oneonta
Oneonta, NY | 2013-2017

Study Abroad for Music Business

City University of London
London, England | 2015