

Michele Byrne

Info

michelewho.com
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Employment History

Designer at Michele Who **August 2016 – Present**

I own and operate a design studio where I take on a broad range of graphic design projects, both on-site and off. I enjoy working with companies of all shapes and sizes.

Brand Designer at Percolate **June 2014 – August 2016**

As a design lead on the Brand Design team (embedded in Percolate's marketing team), I worked on a broad range of projects including event branding, web design and external & internal marketing. I worked to push the identity while keeping everything on-brand and under the Percolate brand umbrella. I also led the branding and vendor management of Percolate's flagship marketing conference, Transition, for 2015 and 2016.

Designer at McCann New York **March 2013 – June 2014**

Within McCann NY, I worked on the Always On team. Always On governs social media channels across many brands. I was involved in creative brainstorming and designing social posts, campaigns and activations, mostly for General Mills. Everyday tasks included graphic design, illustration, photography, prop styling and art direction.

Freelance Designer at Lincoln Center for the Performing Arts **January 2013 – March 2013**

While freelancing at Lincoln Center, I designed an array of print materials used to promote Lincoln Center's upcoming events and programming.

Freelance Designer at Inked Magazine **November 2012 – January 2013**

At Inked, I had the opportunity to design feature articles, as well as sections within front-of-book and back-of-book. I was involved in brainstorming concepts for features and designing final magazine layouts and typographic solutions. I reported to and worked directly with the Editor-in-Chief and Creative Director.

Designer at OCD | The Original Champions of Design **September 2011 – September 2012**

I started as a full-time intern at OCD and worked on various branding projects, magazine design, book design, infographics and photo retouching for organizations such as the High Line, AIGA/NY and Bloomberg. Once hired as a designer I had similar tasks, but took on more responsibility. While there, I became the primary designer for all Friends of the High Line materials, which included merchandise, newsletters, and posters. I also worked on projects for the Studio Museum in Harlem, New York City Table Tennis Academy, the Museum for African Art and the New York City Mission Society.

Education

Fashion Institute of Technology
BFA Graphic Design 2011

Nottingham Trent University
Design Semester Abroad
Fall 2010

Skills

Adobe CC, Sketch, InVision,
Live Surface Context,
Project Management,
Vendor Relationships