



MICHELLE KILLMER

GRAPHIC DESIGNER | ILLUSTRATOR | CREATIVE THINKER | STRATEGIST

CONTACT

📞 856.669.8093

✉️ michelle@heytheremichelle.com

🌐 michellekillmer.com

🐦 MTheeDesigner

EDUCATION

Temple University | Philadelphia, PA
MS in **Strategic Advertising & Marketing**
August 2019—December 2021

University of the Arts | Philadelphia, PA
BFA in **Graphic Design**
Minor in **Figurative Illustration**
August 2007—May 2011

CREATIVE SKILLS

- Bookbinding
- Screenprinting
- Illustration
- Video editing
- Package design
- Paper engineering
- Proofreading/Editing

CERTIFICATIONS

- **Social Media** | HubSpot Academy
- **Fashion/Lifestyle Blogging** | IOA
- **PR - Public Relations** | IOA
- **Google Analytics for Beginners** | Google

WORK EXPERIENCE

Accolade, Inc. | Plymouth Meeting, PA

Mid-Market Health Assistant (HA) | July 2022—Present

- Member services advocate for over fifty employer groups

LEAP Health Assistant (HA) | January 2022—July 2022

- Member services advocate across ten employer groups
- Educated employees on accessing benefits and accompanying resources
- Promoted company-offered programs for health and lifestyle needs
- Engaged with the Comcast C&B specialist team as overflow support
- Participated in UX testing sessions for tools in development for the FLCT
- Represented the company at customer-hosted benefits fairs

Health Plan Health Assistant (HA) | December 2020—January 2022

- Create understanding of plan benefits for Independence Blue Cross members
- Employ strong critical thinking skills to properly resolve issues
- Interact with members as a guiding light rather than a scripted robot
- Skillfully operated proprietary/internal software to access member information

Hey There Michelle | Southern NJ/Philadelphia

Freelance Graphic Designer | June 2015—Present

- Provide consultation for and collaborate with clients on their needs
- Engage in print, web, and digital project formats
- Specialized in assisted organization, branding, and visual content creation

drive21 | New York, NY

Studio Designer/Project Manager | October 2018—July 2019

- Assisted and educated team members on shop drawings and design layouts
- Produced production-ready artwork for vendors from customer files or specs
- Designed experiential concepts for new/existing office spaces
- Organized and led telephone, video chat, and on-site meetings
- Developed relationships with clients and vendors to efficiently execute tasks

Urban Sign | Vineland, NJ

Graphic Designer

September 2013—August 2018

- Drafted shop drawings for fabrication based on client-provided documents
- Self-educated in ADA compliancy for signage design and installation
- Performed quality control checks of incoming and outgoing products
- Responsible for production material inventory
- Performed small parts and sign assembly
- Managed inventory for clean-house production
- Operated large/tabletop equipment

PROJECTS

Smart Ones Marketing Plan

- Team project in Marketing Research/Strategy course at Temple University
- Assisted in development of new marketing plan for Smart Ones frozen meals
- Lead and executed design decisions for all creative collateral.

Good Seasons Marketing Plan

- MS Capstone project
- Team effort outlining a marketing plan to resolve a brand targeting issue
- Made executive design decisions on branding within new plan
- Designed and created prototypes for packaging solutions and suggestions

ACTIVITY

AIGA Philadelphia | *Sustaining Member*

Philly Ad Club | *Member*

PUBLISHED IN

The Onion

- "Weekly Statshot"
September 2011—December 2011
- "Site Plastered in Ford Ads"
December 3, 2011
- "New Decoy Website..."
October 20, 2011

Moving the Eye Through 2-D Design: A Visual Primer, Buy Shaver, 2010

LEARNING INTERESTS

- Web design/coding
- Brand/design strategy
- SEO
- Social media management/coordination
- User experience and design
- Data visualization
- Prototyping

WORK EXPERIENCE, cont'd

North Wildwood Shirt Shop | Wildwood, NJ

Graphic Artist

February 2012—August 2013

- Designed and managed an artwork catalog for retail/wholesale orders
- Offered top-rated customer service for customers on all platforms
- Operated the DTG equipment, heat presses, and plotters
- Aided management in keeping inventory of blank and printed stock

The Onion | *New York, NY*

Graphics Intern

September 2011—December 2011

- Digitally illustrated graphics for headlines
- Head of design for the weekly "Statshot"
- Helped in developing visuals for the writing staff
- Scoured image banks for photos for use in main headlines

The Gershman Y | *Philadelphia, PA*

Graphic Design Intern

May 2010—August 2010

- Influenced design changes to publication advertisements
- Attended to design needs for both The Gershman Y and PJFF
- Collaborated with staff to finalize ideas and concepts

PROFICIENCIES

HARDWARE

Mac- and Windows-based environments

CREATIVE SOFTWARE

Adobe Creative Cloud: CC—CC 2022

- Illustrator
- Photoshop
- Acrobat Pro
- After Effects
- InDesign
- Premiere Pro

Corel Technical Suite

- DESIGNER 2017
- DRAW 2017

InVision Studio

Tableau

PRODUCTIVITY SOFTWARE

Microsoft Office (Word, Powerpoint, Excel, Outlook)

Google (Docs, Slides, Sheets, Drive, Calendar, Gmail)

Asana

Smartsheets

ClickUp

Mural