

# Michele V Piefer

Graphic Designer



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212 Lumar Circle Pearl City, IL 61062

## ADDITIONAL SKILLS

Detail-oriented

Consistent adherence to deadlines

Project management

Multitasking

Problem-solving

Proficient in Adobe Creative Suite,  
Microsoft Office & PowerPoint

## CAREER OBJECTIVE

Detail-oriented graphic designer with 20+ years of experience and a proven knowledge of corporate identity, print media and advertising communications. Looking to offer my expertise and experience in developing modern designs to a growing company on a freelance or contract basis.

## EXPERIENCE

### FREELANCE GRAPHIC DESIGNER

*MVP Graphic Design LLC, Pearl City, IL / Sep 2019 - Present*

- Design and layout materials for both digital and print including ads, brochures, flyers, websites, trade show graphics, presentations, logos, business cards and signage
- Website design and maintenance
- Create and maintain social media marketing campaigns
- Produce and edit product application videos

### GRAPHIC DESIGNER

*Heinzerth Marketing Group, Rockford, IL / Feb 2002 - Aug 2019*

- Design and layout materials for both digital and print including ads, brochures, manuals, catalogues, PR materials (project spotlights, article reprints, case studies), flyers, packaging, POP displays, banners, trade show graphics, presentations, websites, logos, business cards and signage
- Create illustrations for logos, products and services
- In-house photography and photo retouching
- Implement and maintain the agency's file archival system
- Create project comps for clients, presentations and line-reviews

### PRODUCTION ARTIST

*Trekk Design, Rockford, IL / Feb 2000 - Sep 2001*

- Design and layout ads, catalogs, brochures, flyers, product specification sheets, personalized direct mail pieces, hang tags, CD labels, trade show booth graphics, websites and corporate identity pieces (such as letterhead, business cards, product stickers and press releases)
- Create illustrations for logos and brochures
- In-house photography, including retouching and production
- Create comps for client presentations
- Maintain electronic archive system

### PRODUCTION ARTIST

*Cain & Company, Rockford, IL / Feb 1997 - Feb 2000*

- Design and layout ads, business cards, banners, specification sheets, product manuals, brochures, flyers, cue-cards, catalogs and presentations
- Create and revise technical illustrations and dimension drawings
- Photo retouching