

MICHELLE RAMOS

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michelleramos.design

New Jersey | New York Metro

SR. CREATIVE DESIGNER

Innovative and visionary designer with rich a background in overseeing all facets of visual art and project development.

Success in conceptualizing and executing dynamic visual elements across print, digital, and multimedia platforms. Skilled in collaborating with clients to understand their brand objectives and translating them into impactful creative strategies. Proficient in collaborating with cross-functional teams and individuals to craft captivating visual components for diverse projects and ensure seamless integration of visual elements into project deliverables. Instrumental in delivering innovative designs across various mediums, including print, digital, and multimedia platforms. Known for building strong relationships and fostering collaboration among team members and clients alike. Experienced in developing and executing visual strategies for clients across a range of industries.

AREAS OF EXPERTISE

- Creative & Brand Development
- Visual Strategy Development
- Project Management
- UI/UX Design & Delivery
- Brand Alignment & Enhancement
- Relationship Building
- Creative Campaign Development
- Client Relationship Management
- Cross-Functional Collaboration

TECHNICAL SKILLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- XD
- Figma
- Storyied

WORK EXPERIENCE

ACCENTURE CANVAS, FLORHAM PARK, NJ

Sr. Creative Design Lead

August 2020 - April 2024

Conceptualize and implement creative campaign artwork, ensuring alignment with client visions and campaign objectives. Design interactive systems to comprehensive layouts, enhancing user engagement and experience. Conduct audience research to inform design strategies and collaborate with internal agencies for cohesive campaign execution. Present creative strategies and visual solutions to internal clients and stakeholders, ensuring clarity and alignment with brand goals. Balance innovative visual design with client needs, establishing a reputation as a top-performing creative lead.

- Developed concepts for sales campaigns, contributing to securing over \$500M in new business for company.
- Acquired expertise in motion graphics and UX/UI design, setting the team apart from competitors.
- Recognized for talent, reliability, and collaboration, becoming an integral creative partner within the team.
- Played pivotal role in campaign strategy and execution, leading to enhanced client satisfaction and retention.
- Fostered a culture of innovation and creativity, driving the team towards excellence in all design initiatives.

EDUCATION

Bachelor's of Fine Art (BFA) in Illustration

Moore College of Art & Design
Philadelphia, PA

INTERESTS

- Painting
- Teaching
- Cooking
- Dog training
- Hiking

WORK EXPERIENCE (cont.)

ACCENTURE DATA & AI, BRIDGEWATER, NJ

Sr. Graphic Designer

April 2019 - August 2020

Developed and executed comprehensive design strategies for both digital and print media, enhancing client and employee engagement across various communication channels. Leveraged design expertise to produce compelling branded materials, elevating the company's professional image and supporting business development efforts. Maintained and updated the internal business unit website, fostering increased collaboration among team members and across business units.

- Improved sales team performance and influenced buyer decisions through development of engaging client presentations.
- Boosted engagement and facilitated sales delivery by designing compelling branded materials for client meetings.
- Increased inter-departmental collaboration by designing and maintaining the business unit's internal website.
- Earned promotion to Senior Graphic Designer in recognition of outstanding contributions to company's design initiatives.

D&B ENGINEERING, BLOOMFIELD, NJ

Marketing Admin. & Graphic Designer

August 2011 - March 2016

Contributed to and enhanced experience of internal event planning and maintained promotional materials by coordinating with external print vendors. Oversaw the creation and management of creative assets for the company. Developed and executed marketing collateral, including brochures, business cards, and digital graphics, to support sales and marketing initiatives. Designed large-scale external signage to augment the company's visibility in the commercial HVAC market.

- Modernized company logo and branded assets, significantly expanding market presence.
- Developed tradeshow booth assets that increased client engagement and brand awareness.
- Designed large-scale external signage that enhanced company location visibility.
- Garnered recognition for exceptional creativity and dedication in design efforts.