

# MICHELLE M GUTIERREZ

## GRAPHIC DESIGNER | ART DIRECTOR



### PROFESSIONAL PROFILE

Dynamic creative professional with a decade of experience in graphic design and art direction across diverse industries. Specializing in crafting captivating visual stories through logo design, impactful print and digital ad campaigns, eye-catching packaging, and more. Proven track record of leading creative direction and meticulous layout design for national publications and special events. A master at managing print and web/social media graphics, contributing to successful product launches through artful direction and comprehensive design processes. Known for striking the perfect balance between aesthetic creativity, meeting deadlines, and building robust relationships with clients, colleagues, and vendors. Currently elevating skills through studies in Interaction & UI/UX Design.

- 505.577.4556
- mmgdezign@gmail.com
- michelle-gutierrez.com
- mmgcreate.com
- issuu.com/mmgdezign
- mmgcreate

### EDUCATION

#### ACADEMY OF ART UNIVERSITY

PRESENT

BFA | Interaction & UI/UX Design

#### ART INSTITUTE OF SEATTLE

AA | Graphic Design

### SKILLS

#### TECHNICAL

Adobe CS (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Dreamweaver, XD, Bridge); Basic HTML, CSS, UI, and UX; Basic Copywriting and Editing; Figma; WordPress; Email, Digital, and Social Media Marketing; Project Management Software; CMS; Microsoft 365 (Word, Excel, PowerPoint); Google Drive (Slides, Sheets, Forms); Mac and PC Operating Systems.

#### PROFESSIONAL

Production, Prepress, Time/Project Management, Relationship Building, Budgeting, Interpersonal Skills, Collaboration, Attention to Detail, Critical Thinking, Organization

### WORK EXPERIENCE

#### COLORADO AVIDGOLFER MAGAZINE

2021–2023 | ART DIRECTOR

Art directed and designed print, web, and social media solutions for golf tournaments, events, and expos. Created high-impact visuals, ranging from expansive indoor/outdoor signage to meticulously designed media kits, sales sheets, white papers, and infographics.

#### DENVER LIFE MAGAZINE

2019–2021 | ART DIRECTOR

Led the layout design and production efforts for Denver Life magazine and Home & Garden Colorado magazine. Pioneered the development of all in-house print, web, and social media graphics, while crafting engaging promotional materials for the esteemed annual Denver Life Magazine Designer Showhouse charity event.

#### DININGOUT MAGAZINE

2017–2019 | ART DIRECTOR

Effectively led creative direction, executed precise layout designs, and supervised production for DiningOut magazine (national), DiningOut passbook (national), and Gabby Gourmet's Taste of Denver/Boulder. Provided mentorship to the Associate Designer, driving team success.

#### VAPOUR ORGANIC BEAUTY

2013–2016 | GRAPHIC DESIGNER / MARKETING ASSISTANT

Played key role in marketing new products and promotions, guiding art direction for product photography and package design. Led design process, creating print and web/social media graphics, to include signage, catalogs, labels, and ads.

#### THE TAOS NEWS

2009–2017 | CREATIVE DIRECTOR

Spearheaded the design and production of the Taos News, and Tempo: Taos' Arts and Entertainment magazine. Instrumental in the creation of a diverse portfolio of over 13 special section publications, winning multiple awards for design excellence. Additionally, my production team helped increase sales, retain existing clients, and attract new ones.

#### U.S. ARMY

COMMUNICATIONS SPECIALIST

Actively installed, maintained, and troubleshooted signal support systems while also providing assistance to users in utilizing these systems effectively for seamless communication within the organization.

### REFERENCES

Available upon request

