

## Michelle Anglo Bea

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**summary:** Over fifteen years experience in web design, marketing, communications, and retail environments. Proven graphic design and production skills. Excellent organization and attention to detail. Efficient performance within tight schedule constraints.

**experience:** **Michelle Bea Design (formerly Anglo Design)**

*Web & Graphic Designer, 1/02 - present*

Responsible for all aspects of design and production for web and print projects. Major clients include iPost ([www.ipost.com](http://www.ipost.com)), Innovative Interfaces, Inc. ([www.iii.com](http://www.iii.com)), Oakland City Auditor ([www.oaklandauditor.com](http://www.oaklandauditor.com)), Vince's Landscaping ([www.vinceslandscaping.com](http://www.vinceslandscaping.com)), and Keira Kotler ([www.keirakotler.com](http://www.keirakotler.com)).

For web-based projects, develop conceptual designs, integrating information design, visual design, and interaction design. Construct sites in HTML, using cascading style sheets where possible to facilitate site-wide modifications. Generate HTML email content for email marketing campaigns. Conduct quality assurance reviews and cross-browser testing. Perform ongoing maintenance.

Print projects have included event program and graphics for annual user group meeting; tickets, program, posters, and associated graphics for annual non-profit fundraiser; and seasonal direct mail postcard campaign for a landscape design and construction firm.

**Innovative Interfaces, Inc.**

*Marketing Designer, 9/02 – 6/05*

Sole in-house graphic designer for a library automation software development firm. Responsible for the conception, design, and production of all print and web creative projects, including the redesign and implementation of a new corporate website and company internet, advertising and direct mail campaign, quarterly newsletter, and all event graphics and presentations. Established and enforced consistent graphic standards and brand identity.

**PC Professional, Inc.**

*Senior Web Designer and Developer, 7/01 - 1/02*

Responsible for the timely completion of web development projects, from managing the planning and development, to testing and launch. Contribute to the overall strategic direction and vision of projects, refining client project objectives and requirements and translating them into solutions.

Clients included Visa USA, Travel Services & Corporate Events (corporate intranet site, not publicly accessible), Oakland City Attorney ([www.oaklandcityattorney.org](http://www.oaklandcityattorney.org)), PC Professional, Inc. ([www.pcprofessional.com](http://www.pcprofessional.com)), and Floratech ([www.floratechmgmt.com](http://www.floratechmgmt.com)).

**Addis**

*Freelance Web Graphics Production Artist, 12/00 – 7/01*

*Web Design and Production Intern, 9/00 – 12/00*

Prepare competitive audit studies, produce presentation boards and booklets, create HTML prototypes for client presentations, and develop comprehensive style guides for client web sites. Clients included Pottery Barn Kids, America Online, Vectis Group, and Barclays Global Investors Complete design and maintenance projects for the Addis corporate web site, including a major rebuild to reduce the overall site size by 80%.

## Michelle Angelo Bea

### **Williams-Sonoma, Inc.**

*Assistant Visual Merchandising Manager, Hold Everything, 5/99 – 2/00*

Support all aspects of the development and implementation of visual direction for Hold Everything retail stores. Specific accomplishments include:

- Create and produce monthly packet of schematic drawings, photographs, and written visual and graphic communication.
- Develop window poster ideas, displays, and copy for catalog and retail initiatives.
- Analyze store architecture to determine the prototypical store layout.
- Create an electronic library of scale-model floorplans for all stores.
- Manage the visual presentation for annual retail store manager's conference. Coordinate set construction, graphics production, and merchandise presentation.

### **Discovery Channel Retail (dba The Nature Company)**

*Visual Merchandising Manager, 2/97 - 5/99*

Develop and produce all visual communications, including visual programs, weekly updates, plan-o-grams, and signage direction for two distinct retail concepts. Specific accomplishments include:

- Manage the development and implementation of visual merchandising strategies, standards, and programs.
- Design, write, and produce all corporate visual communication materials. Prepare and proof files for off-site printing.
- Ensure accurate and timely information is communicated to stores.
- Create standardized formats and templates for all corporate visual communication.
- Manage, track, and meet annual communications budget of over \$75,000.

### **Mervyn's California**

*Merchandise Presentation Specialist - Women's Sportswear Division, 12/95 - 2/97*

*(Promoted from contract to permanent position in May 1996)*

Develop merchandise direction, create store layout plans, and coordinate assortment planning documents. Act as liaison between visual, communication, and merchant divisions to direct accurate and timely merchandising direction to over 300 stores. Produce regular presentation updates.

### **ERM-West, Inc.**

*Marketing Coordinator, 9/92 - 12/95*

*(Promoted from Marketing Assistant in March 1994)*

Over three years experience creating marketing materials, focusing on the graphic design and production of proposals, presentations, and collateral materials for a multi-million dollar environmental consulting firm.

Specific accomplishments include:

- Manage multi-disciplinary proposal teams for hundreds of environmental services proposals ranging in size from several thousand to 50 million dollars.
- Design and produce proposal graphics, presentation boards, collateral materials and brochures.

**education:** San Francisco State University - San Francisco, California, 2002  
Multimedia Studies Program, Certificate in Internet Design & Technology

Santa Clara University - Santa Clara, California, 1992  
Bachelor of Science in Commerce, Leavey School of Business, Major in Marketing

**software skills:** Apple Macintosh and IBM/PC.

Adobe Acrobat, Photoshop, Illustrator, Acrobat, and PageMaker; Macromedia Dreamweaver; BBEdit; Microsoft Word, Excel, and PowerPoint; QuarkXPress; and FileMaker Pro.