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

**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, Emphasis in Studio Art

**technical skills:** Adobe Creative Suite: Acrobat, Photoshop, Illustrator, and InDesign.  
WordPress, HTML/CSS, MailChimp, Constant Contact, Hootsuite (Facebook, Instagram, LinkedIn).

**experience:** **Michelle Bea Design**

*Freelance Graphic Design & Marketing Consultant, 1/02 - present*

Michelle Bea is a graphic designer based in Orinda, California, specializing in graphic design and marketing projects—from initial research and analysis, graphic design and the creative process, and finally production, both for print and the web.

Significant projects have included all branding and marketing (print and web) for a local comprehensive medical practice; a variety of logo, brochure, website, and collateral material designs for software, medical, financial services, recruiting, and non-profit organizations; and annual reports and program materials for a major university. Additional projects have included producing content and graphics for email marketing and social media campaigns, designing product packaging, producing presentation graphics and promotional materials for tradeshow and events.

Clients have included: Bay Alarm Company, Comprehensive Wellness, Decide, LLC, East Bay Brain & Spine Medical Group, Edhesive, Fiduciary Accounting Specialists, Friends of the Orinda Library, HK Consulting, Issio Solutions, Lamorinda Pediatrics, Larry Smith Consulting, Meadow Swim & Tennis Club, Treat Structural Engineering, and several departments at UC Berkeley.

Please visit my portfolio website ([www.michellebea.com](http://www.michellebea.com)) for examples of project work.

**Comprehensive Wellness**

*Creative Director, 2016 – present*

Worked with Comprehensive Wellness from its initial inception to design the identity and marketing for this multi-disciplinary medical practice. Developed a strong brand identity across all media platforms. Developed branding guidelines to define logo options, color palette, font usage, and messaging.

Designed and produced all print materials for the practice, including business stationery, office forms, a wide array of practice and specialty area brochures, all event/promotional flyers, office artwork and signage, presentations, bi-monthly newsletter, and all print materials distributed by the practice. Designed, launched, and continue to maintain practice website, intranet, and online store. Worked with clinicians and staff to develop all content used in both print and web. Regularly promote the practice news and events through web blog, bi-monthly newsletter, email marketing program, and social media channels.

**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 creative print and web projects, including the redesign and implementation of a new corporate website and company internet, advertising and direct mail campaign, quarterly newsletter, corporate brochures and tear sheets, 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, Oakland City Attorney, PC Professional, Inc., and Floratech.

## **Addis**

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

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

Prepare competitive audit studies, produce presentation materials, create prototypes, and develop comprehensive style guides. Clients included Pottery Barn Kids, America Online, Vectis Group, and Barclays Global Investors. Rebuild Addis corporate web site to reduce the overall site size by 80%.

## **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:

- Develop window poster ideas, displays, and copy for catalog and retail initiatives. Design and produce schematic drawings, photographs, and written visual and graphic communication.
- Analyze store architecture; create an electronic library of scale-model floorplans.
- Manage the visual presentation for the annual 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 graphic programs, weekly updates, plan-o-grams, and signage direction for two distinct retail concepts. Specific accomplishments include:

- Manage development and implementation of visual merchandising strategies, standards, and programs.
- Design, write, and produce all corporate visual communications; prepare and proof for off-site printing.
- Ensure accurate and timely information communication to stores.
- Create standardized formats and templates for all corporate visual communication.
- Manage, track, and meet the annual communications budget.

## **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)*

Create marketing materials, including 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.