MYO design

Michelle Y. Ouellette :: 508-330-4395 :: M.Y.O.design.74@gmail.com

Innovative, and experienced designer, with a focus on creativity, producing fresh concepts, prioritizing customer needs and collaborating with internal teams. Recognized by peers for exceptional attention to detail, 'big picture' sensibility, exceeding client expectations, and passion. Extensive experience in design for print, web, photography and Illustration.

Skills:

Adobe Acrobat
Adobe InDesign
Adobe Illustrator CS
Adobe ImageReady CS
Adobe Photoshop CS
Adobe PageMaker
Adobe Dreamweaver
Adobe FireWorks
Adobe Flash
Corel Draw
Macromedia Homesite
Macromedia Freehand
Microsoft PowerPoint
Microsoft Word
Rhino
Quark XPress 6.5

Illustration, Freestyle
Printmaking
Studio/Natural Photography
Painting, multi-media
Stained Glass
Pottery

Design Experience:

MYO DESIGN:
Art Director/ Graphic Design/ Photography

- Specializing in art direction, graphic design, electronic and technical illustration, and photographic needs for clients such as but limited to; Change Healthcare, Sonos, Advanced Instruments, H2O Furnishings, Polyvinyle Films Incorporated, C&Z Marketing and other. https://www.behance.net/ouelletteyede4

MYO PHOTOGRAPHY:
Family Photographer

- Specializing in family, newborn, maternity & senior portrait sessions using natural lighting outdoors or in my home studio. https://ouelletteymichelle.wixsite.com/photography

BOSE: [Contractor] [Framingham, MA (2/2013-3/2017)]
User Experience / Visual UI Designer / Technical Illustrator

- As a key member of the UI team, I participate in focus groups and observe user studies in order to refine illustrations for traditional and wordless user guides, resulting in a marked improvement in the user experience.
- Lead in highly technical illustration of products for UI and user documentation, including set-up guides, quick-start guides, and owner's guides for consumer electronic audio products and systems.
- Pro actively coordinate deliverable needs with user documentation tech writers and UI software development teams to meet aggressive deliverable schedules. Responsibility includes designing and illustrating traditional and wordless user guides resulting in a significant improvement in the user experience and cost efficiencies.
- Visual UI Designer of mobile applications for innovative products creating a world-class user experience. Support a variety of interface types, including rich on-screen displays and mobile App. interfaces. Optimize UI screen layout, icon design, font handling, widget design and text.
- Create and maintain Illustration Style Guide to keep consistency with in-house illustrations and outside vendors.
- Optimize use of Rhino; a 3-D drawing application to import CAD files into Illustrator.
- Create streamlined technical illustrations for Bose packaging for the 'what's in the box' design element.

IROBOT: [Bedford, MA (2006-11/2012)]
Art Director / Lead Web Designer / Senior Print Designer / Studio Photographer

Web Design -

- Designed and art directed creative for iRobot's new corporate website, company related internal and external microsites and direct e-mail design campaigns for new product launches and consumer products.
- Generated increased interest in robotics by creating spark.irobot.com; a user friendly, fun educational site for educators and children of all ages while partnering with media release / launch of National robotics week.
- Streamlined iRobot's corporate branding with a comprehensive company-wide overhaul of www.iRobot.com, that dictated the unified branding of all marketing materials, including online marketing and print collateral.
- Improved customer's user experience by redesigning iRobot Customer Care support web interface, and Worldwide Partner Portal.

Print Design -

- Co-lead art director for concept, design and production of corporate print materials and core products; Government / Industrial robots and home robots.
- Successfully designed all sales collateral upon completion of marketing launch. Created templates and established a standard of excellence while leading other designers to maintain and update collateral annually.
- Increased sales six fold with in six months by focusing on innovative concepts, designs, production and distribution of a complete accessories catalog and product sales kit while meeting tight deadlines.
- Launched and designed graphics on iRobot's first kiosk to create a physical presence in a heavily traveled shopping center. This POS kiosk and innovative graphics won the SRR's Annual Visual Victories Award in 2009.
- Created an intricate "outside the box" design using unique die-cuts, showcasing iRobot's home robot product line for wide distribution at the Digital Life Expo 2007. This one of a kind design won first prize for 'all applications / best die cut design' through the Gallery of Superb Printing.

Studio Photography-

- Initiated the role as iRobot's primary studio photographer for government / industrial and home robot divisions.
- Vocalized the need for upgraded equipment, lighting and studio space due to the increase in demand of high quality work. Assisted in the coordination of key studio upgrades in order to bring photography in-house, while reducing the lead time and expenses of using an external vendor.
- Developed a stylistic approach to the photography that took prominence for both web and print materials for

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Education:

Montserrat College of Art:

B.F.A. of Graphic Design & Minor Concentration in Illustration & Art Education, May 1996

Continuing Ed:

Nat. Seminars Group:

[2009-2010]

Powerful Communication

Developing your Emotional Intelligence

The Essentials of Communication and Collaboration

Adobe Creative Suite

Hendriks Institute:

[2001]

Basic Macromedia Flash

Brookline Community Education Center:

[1999-2000]

Basic HTML

Stock Photography

Becker College:

[1998]

Advertising and Principles of Management

New Horizons:

[1997-1999]

Intro. to Web Design

Adv. Mac. Systems

Intermediate Photoshop

Awards:

SRR's 12th Annual Visual Victories Award (2009)

'All Applications and Best Die Cut Design' through the Gallery of Superb Printing (2008)

Rock Award for Outstanding Performance - iRobot (2008)

All-American Scholar Collegiate (1996)

Who's Who Among Students (1996)

Deans Honors (1995)

Honors (1995)

Deans Honors (1993)

R.I.S.D. Annual Art (1992)

Portfolio:
behance.net/ ouelletteyede4

Government and Industrial Robots. The new industrialized look allowed opportunities to appeal to target market, which maximized the effectiveness of marketing robots to the key audiences.

SELECT INDEPENDENT / DIRECT CONTRACTING ACHIEVEMENTS: (2003-2007)

- **STAPLES** [Framingham, MA (2004-2005)]
  Senior Designer for Marketing Department, Catalog Division, and Contract Division.
  - Creative development and layout of print materials for three different departments at concurrent times within Staples: Marketing Department, Catalog Division, and Contract Division.
  - Collaborated in creative groups with writers, editors, photographers, and pre-press department. Partnered with project managers and met with clients to meet their design needs, following the Staples brand identity.
  - Designed collateral and assisted with the event coordination to help promote and launch 'Inkdrop'.
  - Worked on multiple promotional projects for each department from concept to finished design including: the Annual Reports, planners, coupon books, direct mail, brochures, catalogs, weekly circulars, buying guides and holiday inserts. Additional projects included Internal Communications pieces such as PowerPoint presentations, internal logos and the redesign of Staples University collateral.
- **VOX MARKETING AND BRAND BUILDING DIRECT:** *Lead Designer* - Art directed and designed the Slades Bank new logo to mark the beginning of building this client's new and modernized brand identity.
- **ERNST & YOUNG:** *Senior Designer* - Senior Designer creating informational layouts for financial reports.
- **ROSS-SIMON JEWELERS:** *Senior Designer* - Designed packaging, display and direct mail designs.
- **WINSPER INC:** *Production Mgr.* - Successful fulfillment of temporary role of production manager.

CATHEDRAL ART METAL CO, INC: [Providence, RI (2001-2003)]

Art Director for Inspirational Giftware Manufacturing Company.

- Creative development from the initial concept and marketing objective of a product and / or line to the design and inspirational messaging of the pieces increasing the breadth of products.
- Developed innovative package design, display designs and full development of seasonal product catalogs.
- Oversaw and managed work flow with assistant designer, freelance designers, photographers.
- Managed the delegation of responsibilities and quality of artwork from the screening department, model department, mold makers and outsourced printing companies for catalogs and additional collateral.
- Incorporated traditional illustration treatments into artwork attracting target businesses and consumers.

RADNET, INC. (The B2B Collaboration Company): [Wakefield, MA (2000-2001)]

Web / User-Interface Designer.

- Developed, designed, QA'd, and debugged custom user interface solutions internally and externally.
- Implemented design solutions for PortalworkX (proprietary product), and prototyped model UI solutions.

THE HOLMES GROUP: [Milford, MA (1998-2000)]

Graphic Designer / Coordinator.

- Designed, produced, managed and coordinated all POP displays, signs, photoshoots and retail materials

AK MEDIA / MA (A division of Clear Channel Communications): [Stoneham, MA (1996 -1997)]

Outdoor Advertising Designer / Illustrator

RICH'S ADVERTISING DEPARTMENT: [Salem, MA (1996)]

Graphics Artist / Traditional Illustrator.

Teaching Experience:

HENDRIKS INSTITUTE [Woburn, MA (2000 -2001)]
BECKER COLLEGE [Worcester, MA (1997-2000)]

Graphic Design and Electronic Illustration Instructor for Associates Program and Continuing Education.

- Course objectives: To provide students with the understanding and knowledge of how to create digital imagery while learning Illustrator, Photoshop and Quark Xpress to develop a strong sense of design for the print industry. in addition to having an enthusiastic outlook towards the medium, students were challenged to push their creativity resulting in building strong, dynamic, creative and well thought out professional portfolios.
- Projects began with brainstorming and included conceptualizing, freehand drafting, creating mood boards, and using multi media. Students followed individual projects from the early beginnings of ideas through to the finalized digital artwork and then mocked up their designs for final presentation.