

Michelle Draeger

OAKLAND, CA

510.707.4231

[mdraegerpdx@gmail](mailto:mdraegerpdx@gmail.com)

mdraegerdesign.com

Education

Bachelor of Arts in Graphic Design

Portland State University

Software

Adobe Creative Suite

Keynote

Sketch/InVision

HTML/CSS

Wordpress

Microsoft Office

Experience

MARKETING DESIGN CONSULTANT 2016 – PRESENT

Livermore Lab Foundation

- *Created brand identity for company launch*, including logo, business cards, stationery, Powerpoint template, web site, and one-sheet.
- *Support digital marketing efforts*, including website updates, email marketing, and social media.
- *Provide ongoing design support* for event signage, promotional items, marketing collateral, and other projects as needed.

MARKETING DESIGN MANAGER 2016 – 2019

High Performance Computing Innovation Center / Lawrence Livermore National Lab

- *Oversaw design and marketing strategy for department*. Worked with leadership to clarify outreach goals and produce marketing content to support them. This included redesigning existing pieces as well as working with stakeholders across the lab to identify new opportunities and create new materials.
- *Managed digital marketing efforts*, including a complete redesign of department website. Created social media graphics, product and landing pages and coordinated with external departments to generate content.
- *Overhauled design of annual thought leadership conference*. Deliverables included new conference branding, website and event materials.
- *Coordinated trade show presence at numerous events*. Tasks including research, planning, design of display/booth elements, collateral, booth shipping, set-up and management.

ASSOCIATE CREATIVE DIRECTOR | SENIOR DESIGNER 2010 – 2016

Optum (formerly Alere Wellbeing)

- *Managed a small design team*. Provided art direction, mentored junior designers, allocated design resources, oversaw timelines, ensured quality and brand standards were being met.
- *Project management and coordination*. Worked with departments across the organization as liaison for design team. Oversaw project request queue, wrote creative briefs, defined scope and project details then worked with design team to execute deliverables.
- *Digital marketing support*. Designed and coded responsive HTML emails for department. Also provided graphics, periodic design refreshes and content updates for social media and marketing websites, (built on custom CMS system), working with external developer and other departments as needed.

GRAPHIC/WEB DESIGNER 2008 – 2010

Outcome Concept Systems (OCS)

- *Managed the launch of three websites*, which included designing all three sites and building one in HTML/CSS, while working with a contract developer to build the other two in Expression Engine.
- *Created two new sets of branding* for a major reorganization of the company.
- *Oversaw and created all marketing collateral* for Sales and Marketing departments. Worked with outside vendors to create trade show booth graphics, special event materials, and direct mail campaigns.