

My Objective:

Create and develop brands that are strong, creative, scalable, and empathetic to their audience.
Manage projects from concept to completion with other designers, vendors, and stakeholders, that are strategic, consistent, and yield results.

Skills

Brand Creation & Design

Typography
Logos
Icons
Colors
Image libraries
Package design

Web Content Management

Social media
Intranet creation & management
Campaign strategies: supporting content, emails and landing pages
Website design and content
Email content and design

Literature

Page layout and design templates
RFP and proposal design
Data visuals
Sales training material

Industry Experience

SaaS
Tech
Healthcare
Fitness
StartUps, Small Businesses
Events/Conferences (*Live & Virtual*)

Other Cool Stuff I Know

Photography & editing
Video production
E-Commerce, merchandising, and profit margins
Vendor Management
In-house culture enhancement and reward programs

Applications

Project Management

Basecamp
Asana
Dropbox
Slack
Monday

Design

Adobe Creative Cloud
InDesign, Illustrator, Photoshop, Bridge/Lightroom, XD
ProCreate
Affinity Design

What I'm Learning

Adobe XD
Figma
Sketch
Wordpress
HTML/CSS

Soft Skills

Great communicator
Successful remote worker (8 yrs)
I am honest and I thrive off feedback/critiques
Witty (after coffee)

Employers

2022- now **Intelrad Medical Systems**, *Brand Manager*

Perform internal brand audit and perception survey, create new Brand Guidelines Book to support marketing goals. Manage and update all corporate branding cross-functionally during acquisitions.
Maintain design of slide decks, product marketing material, and social assets. Design conference/event booths and all related graphics such as ad campaigns and communications
Collaborate with and manage external vendors, and contract designers, as needed.

2022- 2022 **Pipl**, *Brand and Creative Manager*

Refresh brand with an updated color palette and created visual design system to be used across internal systems and vendors
Update literature and presentation templates for Sales Enablement and Product Marketing.
Manage relationships with design agencies and delegated overflow tasks as needed.
Collaborate with the Lead Generation team to update website and create landing pages

2015- 2021 **MedData**, *Sr. Graphic Designer*

Sole designer for 2,500+ employee healthcare company during 5+ acquisitions
Rebranded the company and created all design assets and templates.
Designed workflows and templated scalable processes to solve marketing and design challenges.
Launched a corporate intranet and employee reward programs.

2012- now **Zagg Studios Ltd**, Brand Strategist, Marketing Consultant, Co-owner

Fall 2017 **University of Akron**, Special Lecturer of "Intro to Design"

2012- 2015 **Cutler Real Estate**, Marketing Manager

Education

**Myers School of Art,
The University of Akron**
BFA, Graphic Design
BA, Studio Art, Minor: Marketing
Grad. 2012

Lorain County Community College
Associates of Art
Grad. 2008

**Lorain County JVS Interactive
Multimedia Technology Program**
Completion
Grad. 2006

Sean Biehle, Integrated Marketing Leader and Brand Strategist (MedData)

Missy doesn't just make things pretty. She know that design is about *how* people use something. **She understands** that there are a lot of ideas in the pool which needed to be waded through first. And, **she asks the right questions** to uncover the *why* someone should care before she dives in.

Greg Huber, CodeMash Conference Committee Member

Twitter: @greghuber Email: greg.huber@codemash.org

I've had the pleasure of working with Missy since 2013/2014 through CodeMash in several capacities. Missy is invaluable in converting our initial Sponsor Prospectus (catalog) from a basic document, to a well polished, professional level document. This document helps us raise anywhere from \$200-\$250K of sponsorship money for our conference annually.

She also does a tremendous job branding our conference every year. I really appreciate the thoughtful concepts she presents them to the committee. Missy takes the branding and applies it throughout our channels, both digital and physical, including: sponsorship prospectus, web site, badges, signage, conference slides, etc. Additionally, **she is able to turn things around very quickly and has always been very responsive.** In addition to design, Missy also handles photography and videography for the conference. She has a knack for capturing the "essence" of the conference and many diverse activities that our attendees participate in.

Bill Sempf, Application Security Architect

Twitter: @sempf Email: bill@pointweb.net

I have worked with Missy on a number of projects over the years. Most importantly, she updated the branding for my 20 year old business. Additionally, I get to work closely with Missy on the CodeMash conference, where she has designs the logo and marketing positioning for the "Capture The Flag" competition that I am in charge of, as well as KidzMash, the kids' portion of the conference.. **I have referred Missy for overall digital design, logo design, and marketing, for a number of my clients and would unhesitatingly do it again.**

Chris Farrell, Senior Vice President Marketing (MedData)

LinkedIn: <https://www.linkedin.com/in/cefarell/> Email: chris.e.farrell@gmail.com

Missy was the Senior Graphic Designer on my team at MedData for 5 years where she **single handedly established, defined and refined all design strategies and deliverables across the entire organization** (both internally and externally) as we grew nearly tenfold during her tenure.

Every person Missy worked with took the time to tell me how incredible she is: **proactive, creative, innovative, passionate, positive, flexible, fun and fearless.** I'd hire her back in a millisecond - and I hope I can before someone else does!

Thank You!