

Missy Walko

walko.missy@gmail.com

440-371-6998

Portfolio

View some of my recent work at
fromflanneltolace.com

Applications

Adobe Creative Cloud

- InDesign
- Bridge
- Illustrator
- Lightroom
- Photoshop

Microsoft Office

Project Management

- Basecamp
- Dropbox
- Asana
- Slack

Experience

- Project Management
- Conference Planning & Design
- Brand Strategy
- Dashboards & Analytics
- Print & Digital Design and Content Management
- Video Production Photography
- Social Media
- Inventory & Merchandising Management

Soft Skills

- Great Communicator
- Successful Remote Worker (5+ yrs)
- I am Honest and I Thrive Off Feedback/Critiques
- Witty (*After Coffee*)

What I'm Learning

- WordPress Design
- Basic HTML, CSS
- UX/UI

Design Leader, Project Manager

Work Experience

- 2015-** **MedData, Brand & Project Manager, Sr. Graphic Designer**
present
- Over-see brand development and maintain ownership of the MedData and DuetHealth brand standards and assets.
 - Manage creation of all online and sales collateral, social media images, multimedia presentations, and direct response materials.
 - Collaborate with cross-functional teams to meet business goals.
 - Supervise external vendor relationships to ensure projects are delivered on time and on budget.

AWARDS that we have achieved as a team:

Most Innovative Intranet, MedData, ThoughtFarmer Best Intranet Awards, 2018

Best Intranet, MedData, eHealthcare Leadership Awards, 2017

- 2012-** **Zagg Studios, Co-owner/Graphic Designer/Photographer/Social Media**
present
- Work closely with clients to establish the needs of their business.
 - Services include brand identity and development, supporting business collateral and digital assets, social media campaigns, and photography.
 - Our biggest client (of 8 years) is a tech conference, which we provide branding and refreshed website for a new theme each year. We also manage promotional video production, collaborate with the stage crew as well as take photos of the con and head shots of speakers.

- 2017-** **University of Akron, Special Lecturer**
fall
- Instructor for introductory graphic design course focusing on teaching the principles and elements of design through theory and practice. I taught students the fundamentals of using digital design tools of Adobe Illustrator.

- 2012-** **Cutler Real Estate, Marketing Manager**
2015
- Enforce and protect corporate branding while working with Realtors® on an individual level to support design needs, including both web and print materials.

AWARDS:

2013 Marketing Award of Excellence, Ohio Association of Realtors

2014 3rd place for Corporate Brand Design, Leading Real Estate Companies of the World

Education

- 2012** **Myers School of Art, The University of Akron**
spring
- BFA, Graphic Design & BA, Studio Art
Minor: Marketing

AWARDS:

Juried Student Exhibition-Emily Davis Gallery- Spring 2011

\$500 Destille Travel Grant- Spring 2011

Scholarship Exhibition- Spring 2011

Dean's List

- 2008** **Lorain County Community College**
spring
- Associates of Art
Elyria, Ohio

- 2006** **Lorain County JVS**
spring
- Interactive Multimedia Technology
Program Completion

[Corporate Portfolio
linked here](#)

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

Steve Jobs once said, "Design is not just what it looks like and feels like. Design is how it works." Missy doesn't just make things pretty. She knows 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. And once she does, be prepared to have your aqua socks knocked off

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. As the Sponsorship Sales Coordinator, Missy was 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.

Missy also does a tremendous job branding our conference every year. I really appreciate the thoughtful process she uses- she creates a few concepts, and then presents them to the committee. We typically select one of the designs right away, and work with her to fine tune any changes. Missy then takes that branding and applies throughout our channels, both digital and physical, including: sponsorship prospectus, web site, badges, signage, conference slides, etc. Missy is very talented in creating designs and has a very high standard of quality. 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. We have used her videos and photos in our marketing campaigns.

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 rebranded POINT with new business card graphics based on the 20 year old version and colors I selected when starting the company. She dramatically improved the layout and visual appeal without making so many changes that I had to redo everything that I had already set up on other media. Additionally, I get to work closely with Missy on the CodeMash conference, where she has designed the logo and marketing positioning for the Capture The Flag competition that I am in charge of, as well as the KidzMash conference my wife Gabrielle is in charge of. **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.

The mark of a truly exceptional Designer is the ability to grasp the true goal/motivation of a project and then **provide strategic recommendations and innovative solutions that exceed expectations.** Missy exemplifies this, and enhances every project by personally connecting with and taking the time to understand her internal clients in order to ensure the deliverables are successful by every definition. Every person Missy worked with took the time to tell me how incredible she is: proactive, creative, innovative, passionate, positive, flexible, fun and fearless.

Missy constantly raises the bar with every project she tackles, and her unwavering commitment to both design and marketing integrity means that everything she touches turns to gold.

Not only is Missy a huge asset to any marketing organization, she is a **loyal, trusted and authentically caring team member** who actively supports and contributes to a healthy culture. **She truly strives for- and achieves- greatness.**

I'd her back in a millisecond - and I hope I can before someone else does!

Thank You!