

## 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  
FinTech  
Healthcare  
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

### Design

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

### What I'm Learning

Adobe XD  
Figma  
Sketch  
Wordpress  
HTML/CSS

## Soft Skills

Great communicator  
Successful remote worker (6 yrs)  
I am honest and I thrive off feedback/critiques  
Witty (after coffee)

## Employers

### 2015- now **MedData**, Sr. Graphic Designer

- Sole designer for 2,500+ employee company.
- Currently designing a new logo/re-brand and working with an agency for a complete website re-design.
- Managing brands/co-brands of health systems across the company
- Brand mediation for 5+ acquisitions
- I workflow and template scalable processes to solve business problems.

#### AWARDS that we have achieved as a team:

##### Most Innovative Intranet

*ThoughtFarmer Best Intranet Awards, 2018*

##### Best Intranet

*eHealthcare Leadership Awards, 2017*

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

### 2017

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

### 2012- 2015

**Cutler Real Estate**, Marketing Manager

#### 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

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

Grad. 2008 **Lorain County Community College** Associates of Art

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

**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!