# MICHELE SPINA

## CONTACT

Michele Spina
862.222.5910
michelespinadesign@gmail.com
michele-spina.com

## DESIGN SKILLS

Art Direction
Advertising
Promotional Design
Brand Identity
Illustration Ink & Vector
Hand Lettering
Typography
UX/UI Design
Editorial Design
Photography
Motion Graphics

## TECH SKILLS

Illustrator
Photoshop
Procreate
InDesign
Adobe XD
Media Encoder
Premiere
Lightroom
InVision

## CERTIFICATIONS

LINKEDIN LEARNING
After Effects CC 2019
Animation Foundations
Adobe XD
UX Deep Dive
Marketing Madness

## AWARDS

Summa Cum Laude – 2023
Deans List, 2018 – 2023
First Place Team,
Jets Experience 2022

## DESIGN EXPERIENCE

**Freelance Designer** July 2022 – Current
**House of Genetics, Manhattan NY**

Create brand identity for client including package design and merchandise.

**Intern**
**New York Jets Experience, Union NJ** Sep – May 2022

Selected to participate in an interdisciplinary, experiential course that studies how the New York Jets football team can increase fandom from 13-24 year-olds. The project included presenting research, strategy, and design concepts to team representatives.

**Intern**
**Margalit Arts, Asbury Park NJ** June – Aug 2021

Created social media content, ads, and promotions for gallery exhibits and events.

## WORK EXPERIENCE

**Bridal Stylist**
**I do... I do..., Morristown NJ** 2020 – Current

Recommend bridal gowns based on customer's body type, personal taste, style, and budget.

**Assistant Manager/Event Planner**
**Party City, Rockaway/East Hanover NJ** 2014 – 2020

Act as a liaison between managers, employees, and customers. Conceived, organized, and executed events for Party City and customers.

**General Manager**
**Halloween City, Franklin NJ** Aug 2016 - Nov 2016

Opened a new store location, recruited, interviewed, hired and trained new staff.

## EDUCATION

**B.F.A. Graphic Design – Summa Cum Laude, 4.0** 2023
Kean University, Michael Graves College,
Robert Busch School of Design, Union NJ

**A.A.S. Graphic Design – Deans List, 3.9** 2020
County College Of Morris, Randolph NJ

**A.A. Liberal Arts & Sciences** 2017
County College Of Morris, Randolph NJ