

Berki

MICHELLE BERKI

graphic designer

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SUMMARY

I am a natural collaborator with an eye for detail and a strong visual sense. I craft contemporary design solutions that stand out from the crowd. A thirst for knowledge fuels my drive to constantly do better work.

EDUCATION

Savannah College of Art and Design (SCAD)
Savannah, GA, 2007 - 2011

BFA Graphic Design, Magna Cum Laude
Dean's List, Combined Honors Scholarship
Study abroad: Lacoste, France, Spring 2009

SKILLS

Software: Adobe CC; Proficient in InDesign, Photoshop, Illustrator, Lightroom, Bridge, Acrobat; Experience with Dreamweaver, Flash, After Effects

Web: HTML, CSS, Squarespace, Mailchimp

Photography: Canon 5D mk III, Canon 6D

RECOGNITION

AIGA INTrospective, November 19, 2016
Featured Speaker

Cleveland ADDYs, 2015
Silver & Bronze Awards

HOW, In-House Design Awards, 2015
Print, Regional Design Annual, 2015
GD USA, In House Design Awards, 2013
Gestalten's *Echoes of the Future*, 2012

The New York Times
December 31, 2014 & January 27, 2014
Work featured in "Posters: The Fine Art of Selling Theater" and "Designing Arthur Miller: Simple Gestures, Big Ideas"

Secession, Savannah, GA, 2011
Exhibited four projects in SCAD's juried senior graphic design show

ADC Portfolio Review, New York, NY, 2011
Nominated

EXPERIENCE

Freelance, Portland, OR - Anywhere
Graphic Designer & Photographer, 2009 - Now

- Create solutions to client problems using print, digital, and web design as well as illustration and photography
- Clients include: Saint Friend, American Greetings, Cleveland City Council, Cleveland Play House, and Welsh Arms

Cleveland Play House, Cleveland, OH
Senior Graphic Designer, Aug. 2016 - Aug. 2018
Graphic Designer, Dec. 2012 - Aug. 2016

- Collaborated with various departments to design visually appealing and effective digital and print collateral for Cleveland Play House (CPH), the country's first regional theatre and recipient of the 2015 Regional Theatre Tony Award
 - Crafted a new look for each Annual Benefit fundraising event over four seasons. Collateral included invitation suites, event signage, web/email marketing materials, and digital presentations
 - Developed new style for show posters starting with the 2013-14 season through 2016-17, including a special treatment for the year-long centennial celebration
 - Led a re-branding of CPH's partnership with Case Western Reserve's MFA Acting Program in 2014
 - Overhauled the look for CPH's new play festival, New Ground, in 2013, and continued to establish a fresh, but consistent look through 2018
- American Greetings - AG Interactive
Brooklyn, OH, Designer, Oct. 2011 - Dec. 2012
- Brainstormed and generated content for AG.com including the full illustration and animation of an original e-card
 - Collaborated closely with the editorial and brand team to come up with content, social strategy, and visuals for "Inspired" - a blog from American Greetings