

michelle r. bernard

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o b j e c t i v e

To bring my unique point of view in creating visually effective collateral and brand positioning to excite your clients and grow your business.

p r o f e s s i o n a l s k i l l s

- Creative conceptualization, design, copywriting, electronic file preparation, scheduling, quoting, and vendor relations
- Design packaging, advertising, marketing materials, online media and develop promotions based on current or desired brand positioning
- Extremely detail oriented direction, arrangement, and stylization of products and models for photography
- Proficient on Macintosh with Photoshop, Illustrator, Quark XPress and social media platforms; familiar with InDesign, Dreamweaver, MS Office
- Extensive experience handling multiple projects and setting priorities on several levels for short and long-term assignments

e x p e r i e n c e

Yesterday's Trash • Owner & Mixed-Media Artist • June 2010 - present

Create and sell my own hand-made art which combines a variety of non-traditional artistic mediums with re-purposed antique and everyday objects. Types of art include collage, assemblage, jewelry, art dolls, home goods, stationery and circus-themed items. Designed and continuously maintain Yesterday's Trash brand, product photography, website, online retail shop and social media channels. Sold direct-to-public at local art shows and galleries. Taught art classes and demonstrations. Published in 12 trade magazines and the subject of multiple online articles. In addition, I continued to work with long-time freelance graphic design clients creating advertising, logos, brochures, promotional items, marketing materials and maintaining social media.

Ranger Crafts • Art Director • August 2004 - June 2010

Conceptualization, design, copywriting, editing and photo direction for product packaging, logos, sell sheets, order forms, advertising, website, marketing collateral and trade show displays for major craft product manufacturer. Integral member of core team responsible for brand identity, marketing strategy, industry trend prediction, initiation of new product ideas and improvements on existing goods. Extensive testing and creative use of products for innovative promotional projects. Teaching and demonstrating product at art retreats and trade shows. Sourcing and negotiation with vendors resulting in better quality and reduction of printing costs by 38%. Took part in Lean Manufacturing/Office program, increasing department efficiency by 33%. Initially hired as Graphic Designer, promoted to Art Director after 7 months.

Ultimate Office • Art Director • April 2001 - August 2004

Designed catalogs, brochures, direct mail packages, sell sheets, magazine ads, posters, signage, website and marketing promotional materials for office accessory distributor. Utilized marketing analysis to improve sales, increase response and reduce piece in mail cost through new designs and formats. Vendor negotiations resulted in improved quality and 21% reduced costs for prepress, printing, and photography. Detailed direction of photo shoots and stylization of products and models. Experience with web, sheetfed and offset printing with expert color approval on press checks. Extensive exposure to all facets of business to better promote the company and satisfy clients. Initially hired as Graphic Designer, promoted to Art Director in under 2 years.

T.F.H. Publications • Graphic Designer • December 1999-April 2001

Designed and produced full-color series pet books and monthly magazines. Implemented creative and more contemporary format changes in order to compete with current publishing market trends. Initiated creation of collateral for marketing to increase circulation. Liaison with in-house pre-press, photographers, editors and printers. Implemented new forms and interdepartmental procedures to improve accuracy and increase efficiency.

Sirius Advertising • Senior Designer • August 1998-November 1999

Creative design, copywriting, editing and production for consumer and B-to-B advertising, posters, direct mail, brochures, newsletters, logos, stationery, trade show displays, product packaging, radio and television commercials. Developed unique marketing and advertising strategies to help grow business. Streamlined work flow and client billing through creation of forms to accurately track individual time spent on each project.

e d u c a t i o n

Graphic Design A.A.S. • *Brookdale College*

Fashion/Visual Merchandising Degree • *American Business & Fashion Institute*

Lean Manufacturing/Lean Office Program • *2-year, NJ-sponsored efficiency training program completed during employment with Ranger Crafts*

p o r t f o l i o

Portfolio available in person and you can view samples of my graphic design work online at www.YesterdaysTrashArt.com/GraphicDesign.html