

michele heile



objective

To obtain a challenging and creative position where I can use my strong skills in graphic and Web design, be a team player, and share my good attitude and savvy.

experience

Communications Assistant 1998 - Present

Kaiser Permanente

- Create and update sections of the Kaiser Permanente NW Intranet splash page and associated stories, viewed and used by the organization's 8,000 employees.
- Develop Web sites for four departments as well as enhance and upgrade existing sites.
- Provide graphic design for community groups, in-kind donation of design work, including fliers, programs, campaign graphics, invitations, posters, etc.
- Create a variety of e-learning presentations.
- Shoot and edit photos for use with press releases and Intranet stories.
- Support departmental goals and objectives in media and community relations.

Freelance Graphic Designer | CEO 1988 - Present

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- Coordinate design projects for a wide range of clients.
- Complete all design work: photography, photo enhancement, logo creation, basic illustration, paper selection; write, edit and proofread text.
- Assist and orient clients on how to set up their Web site's domain name, hosting, and search services.

Graphic Designer 1995 - 2000

JPX Enterprises

- Created CDs, posters, ads, and press kits.
- Coordinated all proofs, film, and printing.

higher education

Bachelor's Degree in Graphic Design 1988

Academy of Art College, San Francisco

Received academic grant for excellence.

specialty courses

WEB eSENTIALS 2003 and 2004 Certificate of Participation

PNWCP "More basics, plus" 2004 Certificate of Commendable Accomplishment.

awards & recognition

Tap Dancin' on My Last Nerve - NOBEL/Women 2004

Special recognition award and committee honoree.

SPOT Award - Kaiser Permanente 2003

Honored for excellent work done on Kaiser Permanente's InsideKPNW Web site.

GLAWS Honoree (Group Looking at Web Stuff) - Kaiser Permanente 2003

Honored for accomplishments, especially in support of other Web users, through WEBUG.

applications & skills

Photoshop, PageMaker, Macromedia Dreamweaver, Fireworks, some Flash, QuarkXpress, In-Design, FileMaker Pro, Illustrator, some Freehand, PowerPoint, photography, customer service and consultation, print, bindery, and prepress, color proofing, typography, illustration.

portfolio & references

Available upon request.

final thought

I have a flair for creating enticing color combinations, and enhancing the overall movement and feel of a piece. I believe in white space, fewer fonts, and a single strong element.