

michelle rich
FREELANCE GRAPHIC ARTIST

920.713.6981 • michelle@schemedia.com

BRANDING MATERIALS | PUBLICATION DESIGN | ILLUSTRATION | PRINT MARKETING

education

- Degree in Marketing/Graphic Communications, Northeast Wisconsin Technical College, 1994.
- Photographic Composition class, August 2001, Peninsula Art School.
- Various seminars and classes in design, marketing and web development.

20+ years experience

schemedia

Freelance Graphic Designer, April 24, 2003 - present

3680 Collegiate Way • New Franken, WI

Schemedia is a freelance graphic design agency owned by myself and my husband Robb. I design print materials and ads, and coordinate with Robb to do commercial photography, videography, and build websites.

PMI (Resch Center, Brown County Arena)

Senior Graphic Designer, April 4, 2001 - April 24, 2003

1901 South Oneida Street • Green Bay, WI

When I worked for PMI, I was in charge of re-branding the company. I designed a new logo, corporate package, website and marketing materials. I was also in charge of designing ads and materials for companies that PMI managed at the time - like the Packers Hall of Fame, Green Bay Gamblers hockey team, Lambeau Field Catering, the Resch Center, ShopKo Hall, Brown County Arena, and Meyer Theatre.

H&S Media (Log Home Design Ideas and

1001 Home Decorating Ideas Magazines)

Senior Graphic Designer, March 2, 1998 - April 4, 2001

1620 S. Lawe, Suite #2 • Appleton, WI

My job at H&S Media consisted of national publication and ad design for two bi-monthly magazines, image editing, illustration, press checks, occasional direct mail design and website design.

Mary Morgan, Inc.

Graphic Designer, Sept. 18, 1995 - March 2, 1998

1023 Main Street • Green Bay, WI

Design, typesetting, prepress and image editing for a mid-sized printing company.

skills

- Graphic design on Mac using Adobe Creative Suite
- Creating advertisements, magazine layouts, brochures, mailers, billboards, posters, logos, labels, corporate packages, social media graphics, etc.
- Proofreading
- Photo direction
- Photo editing
- Illustrations and diagrams
- Print brokering
- Press checks



email me to discuss your project

publication design



2018 Green Bay Visitors Guide

72-page publication for Green Bay Visitors and Convention Bureau

Cover design, interior layout, some photography, photo editing, typography, design various ads.

newsletters



Keyston Hospice "Branches" Newsletter

Masthead logo design (changes seasonally),
typography, 8-12 page layout, photo selection
and editing.

—continued on page 2

presentation folders



Pension Consultants Co., Inc. Presentation folder and inserts

Logo design by schemedia (Robb). Layout and design in progress.

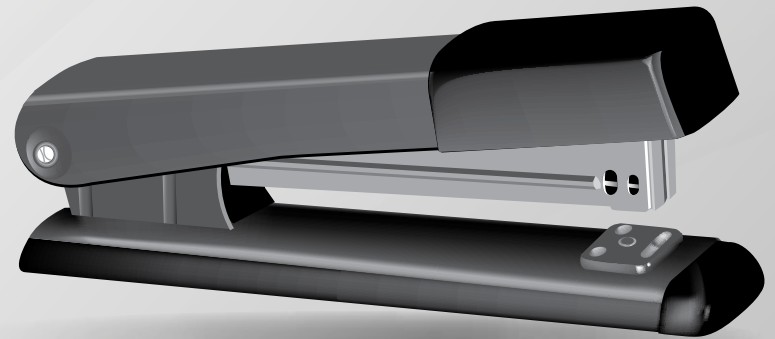
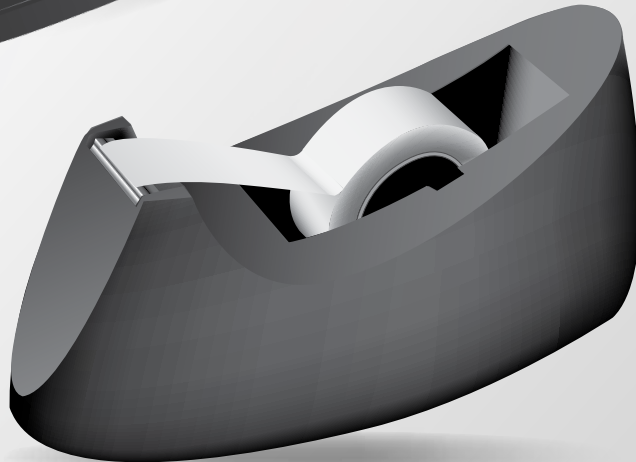
brochures



KJ Convention Center promotional brochure
Meeting promotion for Green Bay Visitors and Convention Bureau



product illustrations



Office supply illustrations

Vector images in Adobe Illustrator created for School Specialty product packaging.

advertisements

Explore Green Bay's Other Tundra!

Stay where the whole family can relax! Our 30,000 square foot waterpark and Gold Rush Arcade will definitely entertain the kids. Take a trip on the lazy river or down our giant slide. Mom and dad will enjoy drink specials at Yukon Jax Bar and Grille, and great food at the family-friendly Caribou Restaurant. And don't forget the ice cream at Klondike Kate's treat and gift shop.

Step into the Northwoods at Tundra Lodge!

TUNDRA LODGE
Resort - Waterpark & Conference Center
GREEN BAY, WI

Book your stay today! Visit us online at www.TundraLodge.com or call us at 877-886-3725.

LEATHERHEAD
Brewing Company
GREEN BAY
WISCONSIN

Fresh, never-filtered beer and local food.

Leatherhead Brewing Company is a family owned brewery focused on bringing great craft beer and locally sourced fresh food to Green Bay

- Come try our "pour my own beer" tap wall and check out the latest culinary creation from Executive Chef Steven Glasl.
- Our food at Leatherhead is sourced from area farms to create sustainable and seasonal menu creations.
- Our beer is brewed on site in an open brewery that is in the middle of the restaurant/bar come check it out!
- We are upscale bar food in a casual environment.

875 Lombardi Ave • Green Bay, WI 54304 920.544.9230
leatherheadbrewingcompany.com

Tundra Lodge Back Cover and Leatherheads half-page ads

Created for placement in the Green Bay Visitor Guide.

booklets



2018 Green Bay Coupon Book

Booklet for Green Bay Visitors and Convention Bureau
Cover design, interior layout, photo editing, typography.

infographics

Connections Mental Health Infographic

Graphic layout of information for print, social media and e-mail.

