

Michelle L. Nichols

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Summary	Highly motivated, creative designer and marketing professional with the ability to work well alone or in a group environment. Proven organization and communication skills. Strong knowledge and experience with Microsoft and Adobe design software, as well as Mac and PC platforms.
Education	Associate of Applied Science, Graphic Design, 2011 Web Design Technical Certificate, 2011 Harry V. Quadracci Printing and Graphics Center Waukesha County Technical College, Pewaukee, Wisconsin, Summa Cum Laude Bachelor of Arts Journalism & Mass Communication–Print Emphasis, 2007 University of Wisconsin–Milwaukee, Milwaukee, Wisconsin, Summa Cum Laude
Experience	In-Store Marketing Creative Production Designer Kohl's Department Stores, Menomonee Falls, Wisconsin March 2015–Present <ul style="list-style-type: none">• Designed, produced, and released graphics for designated graphics programs• Beauty Lead - Monitored and assured brand standards and consistency between beauty vendors and Kohl's• Redesigned current beauty concepts as needed to fulfill a dynamic industry need• Troubleshooting and remedying vendor and in-house files to be printer ready Freelance In-Store Marketing Communication/Merchandising & Visual Presentation Coordinator Kohl's Department Stores, Menomonee Falls, Wisconsin October 2014–March 2015 <ul style="list-style-type: none">• Write/build graphic directives, facilitate proof routing and address feedback• Post directives, graphics delivery checklist and hot topics to Kplanner and KNet• Build and edit New Store, Remodel, and Home graphic manual pages• Perform trafficking duties including downloading/updating paperwork, preparing images for directives and updating graphic information in company wide graphics database Freelance Graphic Designer/Production Artist Quad/Graphics Creative Solutions, Sussex, Wisconsin June 2013–October 2014 <ul style="list-style-type: none">• Designed, produced, and released graphics for designated graphics programs for Kohl's Dept. Stores• Designed corporate catalogs and coupons for various external clients• Monitored and assured brand standards and consistency between corporate materials for various external clients Freelance In-Store Marketing, Strategy & Communication Kohl's Department Stores, Menomonee Falls, Wisconsin January 2012–February 2013 <ul style="list-style-type: none">• Partner with Marketing, Merchant, Merchandise Presentation and other Store organizations to gather information needed for graphic requests• Write and edit creative briefs and requests for designated graphics programs• Ensure requests are detailed, and accurate, with clear objectives and timelines• Follow through to ensure final graphics meet strategic intent and develop installation guidelines for use in store directives• Write/build graphic directives, facilitate proof routing and address feedback• Post directives, graphics delivery checklist and hot topics to Kplanner and KNet• Build and edit New Store and Remodel graphic manual pages• Co-manage new/remodel Home Innovation backwall projects Freelance Graphic Designer QuadCreative, A subsidiary of Quad/Graphics, Sussex, Wisconsin July 2011–December 2011 <ul style="list-style-type: none">• Monitored and assured brand standards and consistency between corporate materials• Designed corporate print and electronic invitations, logos, sell sheets, posters, brochures, and flyers for both internal and external clients• Printed and prepared corporate trade show posters• Designed corporate trade show booths
Honors and Activities	Available upon request