

Intuitive, innovatrice et douée d'une créativité sans bornes, je suis une professionnelle du design.

MICHELLE CARANGI



Intuitive, innovative and relentlessly creative design professional.

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CORE COMPETENCIES:

Promotional print campaign creation
(packaging, signage, brochures, presentations and POP)

Web design

Online marketing & advertising (newsletters, social networking)

Photo retouching

Classical art & illustration

Pre-press (special packaging & printing)

Creative direction

Branding & market research

Project & team management

Client brief interpretation & implementation

TECHNOLOGY SNAPSHOT (PC & MAC):

Software: Photoshop, Illustrator, InDesign, QuarkExpress, Dreamweaver, MS Office (Word, Outlook, Excel), iWork, iLife.

Programming Languages: HTML, CSS, Wordpress, CMS and Blogging Platforms.

Marketing Platforms & Tools: Facebook, Twitter, LinkedIn, YouTube, Bronto, Google Analytics.

ALLIANCE FILMS; MONTREAL, QC

Full-service film marketing and distribution company.

SENIOR GRAPHIC DESIGNER (2002 to present)

Successfully execute leading graphic designs for marketing and collateral materials (corporate branding, signage, brochures, presentations). Develop print and promotional items for major film and TV productions with supporting online and offline marketing campaigns (packaging, posters, billboards, POP, DVD, Blu-ray). Create templates and work flows for catalogue based accounts. Effectively oversee newsletters and website updates. Provide dynamic layout designs in a deadline-driven environment.

- Conception and/or design for several high grossing movie and television branding designs including The Lord of the Ring Trilogy, Sin City and CSI.
- Designed artwork and marketing campaign material for "La Grande Séduction", one of the highest grossing Canadian films of all time.
- Acted as the key designer and manager for the re-design of Vivafilm.com. Managed and successfully executed the website design, database and technical development and marketing analytical strategy.

HOLLEY & GILL; MONTREAL, QC

Home furnishing and design company located in Montreal.

CREATIVE DIRECTOR (2009 to present)

- Successfully launched first line of products from concept, through production to promotion and distribution. Manage outsourced team of 3 artists and printers.
- Designed company website and leveraged social media tools such as Twitter to generate exposure and interaction with the company blog.
- Secured numerous prominent press featurettes both in print and online, including Style at Home magazine, Apartment Therapy and Sympatico.ca
- Adhered to strict quality control guidelines during the design and production of the product lines.
- Expanded the company product line in 2010 to release new line of products in the Fall of 2010
- Directed, coordinated and styled all company and product photo shoots.

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VERTIGOXMEDIA; MONTREAL, QC

LEAD GRAPHIC DESIGNER – BROADCAST DESIGN (2001 to 2002)

Focusing on clients such as CNN, Fox Sports, CNBC and TechTV, created TV broadcast graphics for internal and external interactive demos. Corporate branding and software interface design.

THE TIMES NEWSPAPER GROUP; LONDON, UK

WEB DESIGNER (2000 to 2001)

Conceptualized, designed and built assigned Times web site projects ranging from international and domestic news pages to promotional campaigns such as travel and motoring web sites, student portals and awards.

PROMOTIVATION; MONTREAL, QC

WEB DESIGNER (2000 to 2001)

Solely responsible for all elements and accounts of web site planning, graphical design implementation, building of web sites directly liaising with the web developer team.

ATMOSP(HERE); MONTREAL, QC

GRAPHIC DESIGNER – ILLUSTRATOR (1999 to 2000)

Managed all printed and online promotional materials for special client events (invitations, banners, micro sites, posters) and quality control.

EDUCATION:

D.E.C Illustration and Design, Dawson College (96 – 99)

D.E.C Fine Arts, Dawson College (92 – 94)

D.E.S Collège Villa Maria (87 – 92)