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Sutton, MA

#CreativeForce #Marketing #CreativeSuite #AdobeExpress #AnimatedVideoAds #AwardWinner #Can-Do-Attitude #ClientRelations #CreativeDirection #Collaboration #Communication #Conceptualization #GoGetter #ExceedsExpectations #Eyes-Of-An-Eagle #Figma #Iconography #Illustration #Imagination #Leadership #MarketingAndAdvertising #MobileAppDesign #MicrosoftSuite #OutdoorAdvertising #Out-of-the-boxThinking #ProjectManagement #Problem-solving #PackageAndDisplayDesign #Passionate #PhotoEditing #POPDesign #ProductDesign #PrintProduction #PrintProduction #DigitalDesign #Photography #RhinoSoftware #SocialMedia #Strategist #TeamPlayer #Theatre #TheatricalSetDesign #TraditionalFineArt #TimeManagement #Trello #TraditionalFineArt #Typography #3-DDesign #Versatile #WrikeSoftware #Zippy!



# Michelle Y. Ouellette

Innovative, and experienced art director and designer, with a focus on creativity, producing fresh concepts, and prioritizing customer needs. Recognized by clients and peers alike for exceptional attention to detail, 'big picture' sensibility, exceeding client expectations, passion, and drive.

## Experience

### DIGITAL HEALTH SOLUTIONS

Art Director

Remote Contractor, MA  
2/2023-12/2023

- Worked closely with the client and project team to ensure that the creative work achieved the client's strategic and communication objectives from wireframes and marketing materials to website design and logo development. [www.digitalhealthsol.com](http://www.digitalhealthsol.com)
- Communicated proactively with the project team to keep deliverables on track.
- Participated in client meetings, creative discussions, strategy discussions, and presented materials.
- Participation in creative conceiving, asset development, and presentation decks.
- Developed a unique logo that will stand out from the crowd symbolizing how well the different parts of the company come and fit together like a puzzle to establish something great.

### CHANGE HEALTHCARE/ MCKESSON

Visual Designer/Illustrator

Remote Contractor, MA  
9/2017-1/2022

- As an integral part of a SCRUM team, I played a key role in ensuring the successful implementation of Agile Methodology. Actively participated in backlog refinement meetings, worked with my team to resolve issues, and helped plan and develop future sprints. I also took part in retrospective meetings to analyze our processes and work towards improvement.
- Ensured all marketing materials reflected McKessons new brand following the merger with Change Healthcare. With keen attention to detail, ensuring that every aspect of the design was consistent. Additionally helped with the fine-tuning of the copy to ensure that the messaging was clear and impactful.
- Contributed to the development of Change Healthcare visual brand by helping with the creation of a comprehensive icon library, with hundreds of unique icons now used throughout all marketing materials.
- Worked on web ads, email ads, and other promotional materials while creating visually appealing marketing materials effectively communicating messages to their target audiences.
- Utilized Wrike as a project management tool ensuring all project deadlines were met/completed efficiently.

### BOSE

User Experience / Visual UI Designer / Technical Illustrator

[Contractor]

Framingham, MA  
2/2013-3/2017

- As a key member of the UI team, I ran and participated in focus groups observing user studies to refine illustrations for user guides, resulting in a marked improvement in the user experience.
- Lead in highly technical illustration of products for UI and user documentation, including set-up guides, quick-start guides, and owner's guides for consumer electronic audio products and systems.
- Proactively coordinate deliverable needs with user documentation tech writers and UI software development teams to meet aggressive deliverable schedules. Responsibility includes designing and illustrating traditional and wordless user guides resulting in a significant improvement in the user experience and cost efficiencies.
- Visual UI Designer of mobile applications for innovative products creating a world-class user experience. Support a variety of interface types, including rich on-screen displays and mobile App. interfaces. Optimize UI screen layout, icon design, font handling, widget design and text.
- Create an Illustrators style guide to keep consistency with in-house illustrations and outside vendors.
- Optimize the use of Rhino; a 3-D drawing application to import CAD files into Illustrator.
- Create streamlined technical illustrations for the 'what's in the box' Bose packaging.



## B.F.A.

### Montserrat College of Art:

B.F.A. of Graphic Design /  
Illustration with a minor  
concentration in Art Education

## Continuing Education:

### National Seminars Group Powerful Communication

Developing your  
Emotional Intelligence

Essentials of Communication  
and Collaboration

### Becker College:

Advertising and Principles  
of Management

### Hendriks Art Institute: Basic Macromedia Flash

### Brookline Community Education Center:

Basic HTML  
Stock Photography

### New Horizons:

Intro. to Web Design  
Intermediate Photoshop

## Awards:

SRR's 12th Annual **Visual  
Victories Award** (2009)

Rock Award for **Outstanding  
Performance** - iRobot (2008)

'All Applications and **Best  
Die Cut Design**' - Gallery of  
Superb Printing (2008)

**All-American Scholar  
Collegiate** (1996)

**Who's Who** Among  
Students (1996)

Deans **Honors**  
(1993, 1995)

Honors (1995)

R.I.S.D. Annual Art  
(1992)

### IROBOT

Visual Designer/ Lead Web  
Designer / Art director

Bedford, MA

1/2006-11/2012

#### Web Design

- Art-directed and designed iRobot's corporate website, company-related internal and external micro-sites, and direct e-mail design campaigns for new product launches and consumer products.
- Generated increased interest in robotics by creating [spark.irobot.com](http://spark.irobot.com); a user-friendly, fun educational site for educators and children while partnering with media release/launch of National robotics.
- Streamlined iRobot's branding with a comprehensive company-wide overhaul of [irobot.com](http://irobot.com), which dictated the unified branding of all marketing materials, including online print collateral.
- Improved customer's user experience by redesigning iRobot Customer Care support web interface, and Worldwide Partner Portal.

#### Print Design

- Co-lead art director for concept, design, and production of corporate print materials, direct marketing materials, and marketing and advertising pieces for iRobot's core products.
- Successfully designed all sales collateral for marketing launch. Created templates and established a standard of excellence while leading other designers to maintain and update materials annually.
- Increased sales six-fold within six months by focusing on innovative concepts, designs, production, and distribution of accessories catalogs and product sales kits while meeting strict deadlines.
- Designed graphics on iRobot's first kiosk creating a physical presence in a heavily traveled mall.

#### Studio Photography

- Initiated the role as iRobot's primary studio photographer for govt./ind. and home robot divisions.
- Vocalized the need for and assisted in the coordination of equipment, lighting, and studio upgrades to bring photography in-house, while reducing the lead time and expenses of using an external vendor.
- Developed a stylistic approach to photography that took prominence for both web and print materials for Government and Industrial Robots. The new industrialized look allowed opportunities to appeal to target markets, which maximized the effectiveness of marketing robots to key audiences.

### STAPLES

Senior Designer for Marketing  
Department, Catalog Division,  
and Contract Division

Framingham, MA

2004-2005

- Creative development and layout of print materials for three different departments at concurrent times within Staples: Marketing Department, Catalog Division, and Contract Division.
- Collaborated in creative groups with writers, editors, photographers, and pre-press. Partnered with project managers and met with clients to meet their design needs, following our brand identity.
- Designed collateral and assisted with the event coordination to help promote and launch 'Inkdrop'.
- Designed multiple promotional projects for each department including Annual Reports, planners, coupon books, direct mail, brochures, catalogs, weekly circulars, buying guides, holiday inserts, etc.
- Designed Internal Communications presentations, logos, and the Staples University collateral.

### CATHEDRAL ART METAL CO, INC

Art Director for  
Inspirational Giftware  
Manufacturing Company  
Providence, RI 2001-2003

- Initiate brainstorming sessions. Imagine, develop, implement, and drive initial concepts to design.
- Creative development from the initial concept and marketing objective of a product and/or line to the design and inspirational messaging of the pieces increasing the breadth of products.
- Developed innovative package and display designs, direct marketing materials, and seasonal catalogs.
- Oversaw and managed workflow with the creative team, freelance designers, and photographers.
- Managed the delegation of responsibilities and quality of artwork from the screening department, model department, mold makers, and outsourced printing companies for catalogs and other collateral.
- Incorporated traditional illustration treatments into artwork attracting target businesses/consumers.

### RADNET, INC UI Designer

Wakefield, MA 2000-2001

- Developed, designed, QA'd, and debugged custom user interface solutions internally and externally for a B2B collaboration company.

## References

### Caroline Webber

Art Director ARC, Bose  
(Advanced Rapid Communications)  
774-287-9809  
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### Lisa Fahey

Vice President, Global Marketing  
Advanced Instruments  
603-438-9080  
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### Nancy Dussault Smith

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GM New Business Ventures  
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### Navin Dewagan

President and CEO,  
Digital Health Solutions  
508-904-2563  
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### Kelly Aitken

Creative Marketing Manager,  
iRobot  
617-312-5831  
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### Tracer Chow

Founding Partner / Executive Vice  
President H2O Furnishings  
847-910-7013  
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### Richard McNally

Partner / Senior Administrator  
508-523-7971  
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## Portfolio

M3Creativedesign.com

### M<sup>3</sup>CREATIVE

Select Direct Contracting  
Achievements  
2003-2024

At the core of my approach is the belief that great design stems from the collaboration between the client and the creator. With this in mind, I work tirelessly to ensure that every project I take on not only meets the needs of my clients but also captures the essence of their brand. From re-branding a company to launching an advertising campaign, to direct marketing materials, I bring an unwavering commitment to delivering the highest level of quality and attention to detail. I focus on bringing niche companies into the highlights with fresh innovative designs and concepts. I constantly embrace new technologies and techniques, ensuring that my work stands out from the competition: [m3creativedesign.com](http://m3creativedesign.com)

*A sampling of companies I have had the pleasure to work with during this time:*

**ADVANCED INSTRUMENTS** *Visual Designer* 2018-2023 - Packaging, brochures, Infographics etc.

**RHOME MORTGAGE** *Art Director* 2019-2024 - Direct Marketing, Tradeshow graphics and more.

**H2O FURNISHINGS** *Art Director* - 2017-2024 - Logo, packaging, digital ads, photo editing.

**SAINT GOBAIN** *Visual Designer* 2023 - Designed hallway signage for corporate offices.

**SPOT ON** *Visual Designer/Illustrator* 2021 - Illustrated setup guide icons for a new innovative product.

**SONOS** *Illustrator* 2021 - Illustrated SVGs for set-up screens while utilizing Trello for management.

**VOX MARKETING AND BRAND BUILDING DIRECT** *Lead Designer* - 2005 - Designed the Slades Bank logo marking the beginning of building the client's new, modernized brand identity.

**ERNST & YOUNG** *Senior Designer* - 2005 Creating layouts for financial reports using Microsoft Word.

**ROSS-SIMON JEWELERS** *Senior Designer* - 2004 Designed packaging, display and direct mail.

**WINSPER INC** *Production Mgr.* - 2003 Successful fulfillment of temporary role of production manager.

### MYO PHOTOGRAPHY

Photographer / Proprietor  
2011-2021

- Specialized in natural lighting portrait sessions both in my home studio as well as in outdoor settings.
- Main areas of focus included maternity, newborn, family sessions, graduation, professional headshots and wedding photography.

## Teaching Experience:

Graphic Design / Electronic  
Illustration Instructor for  
Associates Program and  
Continuing Education.

### HENDRIKS INSTITUTE

Woburn, MA, 2000 -2001

### BECKER COLLEGE

Worcester, MA, 1997-2000

**Course objectives:** To provide students with an understanding of how to create digital imagery while learning key programs to develop a strong sense of design. Students were challenged to push their creativity resulting in building strong, dynamic, creative, and well-thought-out professional portfolios.

Projects began with brainstorming and included conceptualizing, drafting, creating mood boards, and using multi-media. Students followed individual projects from the early beginnings of ideas through to the finalized digital artwork and then mocked up their designs for the final presentation.

## Volunteering:

*Walking Labyrinth:*

Designed and created a walking labyrinth to help with the social and emotional regulation of students on the school grounds at the Sutton Schools. 2022

*Girl Scout Leader:*

Co-Leader of the Grafton/ Sutton girl scout troop 64994 from 2018 - Current

*Classroom Aid:*

Classroom and extra Help aid for children K-4th grade at Sutton Elementary School 2018-2020

*Mom's Club International:*

Volunteered as the Mom's night out coordinator and assisted the children's events coordinator for local town events such as the Sutton Fourth, Country Montessori Field Day and Water's Farm Days.