

michèle labasolo

Graphic Designer

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www.michabasolo.com

Inventive, open minded, perfectionist a meticulous graphic production artist with a strong sense of dedication and commitment, over 10 years of experience. Ease to build visual ideas through concepts, strong sense of team work, basic knowledge about marketing, awareness about customer loyalty and forging strong relationships with business partners.

AREAS OF EXPERTISE

Research and analysis, name creation, brand identity, brand guidelines, brochures, flyers, exhibition display, production and web design layouts.

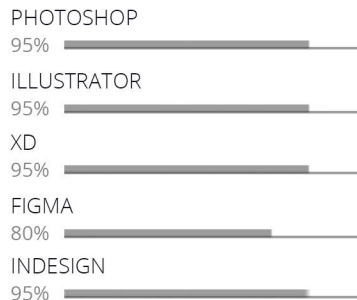
EDUCATION

December 2010, CETYS University, Baja California, MX
Bachelor's Degree in Graphic Design (BA)

LANGUAGES

90% Written and spoken English
100% Written and spoken Spanish

SOFTWARE SKILLS



MICROSOFT OFFICE



OTHER INFORMATION

Date of birth: August 4, 1987
Place of Birth: San Diego, CA
Residence: Acworth, GA
American Citizen: Yes

MARCH 2019 to PRESENT

SR GRAPHIC DESIGNER CARTER'S INC, BUCKHEAD, GA

- Started as a Retail Graphic Designer for Mexico Stores, production design for in-store graphics, translation and windows assets
- Promoted to Senior Graphic Designer, execution and launch of Carter's Mexico homepage, digital and retail production for Mexico, windows changes every quarter and 8 to 12 homepages refresh monthly
- Ownership of Loyalty Program, project production and concept development.
- Digital Production Design for Carter's Canada and print production for International Carter's Stores

MARCH 2018 to MARCH 2019

GRAPHIC DESIGNER HANSGROHE, ALPHARETTA, GA

- Editorial Production Design
- Photography Edition
- Print Production

SEPTEMBER 2015 to PRESENT

FREELANCE GRAPHIC DESIGNER BAJA CALIFORNIA, MX

- Brand identity
- Events graphic design
- Production design

DECEMBER 2010 to SEPTEMBER 2015

GRAPHIC DESIGNER LINK BRAND MARKETING, BAJA CALIFORNIA, MX

- Complete 10 to 15 designs per week for social networks purposes, mostly for facebook updates for promotions.
- 1 to 3 complete Brand Identity per week for new clients who want a new image or a redesign, includes:
 - Logo Design or Redesign
 - Palette of corporate colors of the company
 - Detailed logo's measures
 - Selection of typography
- Design of business cards, envelopes, letterheads, the whole package that a company needs.

FEBRUARY 2010 to DECEMBER 2010

GRAPHIC DESIGNER SONNY'S SPORT - SCREEN PRINTING & EMBROIDERY, BAJA CALIFORNIA, MX

- 50% work on designs for t-shirts, hoodies and caps.
- Redesigned and programmed Sonny's Sport's web page.