



MICHAELA FINNEVEROS

Graphic designer & illustrator

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EDUCATION

BFA Graphic Design

Certificate in Animation Production

Webster University 2013 - 2017

SKILLS

Branding

Layout design

Storyboarding

Website wireframing

HTML/CSS

UX/UI

Campaign creation

Illustration

Hand-lettered typography

Animation

Print production

PROGRAMS

InDesign

Photoshop

Illustrator

Flgma

Adobe Animate

WordPress

Microsoft Office

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

F2 Strategy (formerly SKY Marketing Consultants) *November 2020–Present*

- Collaborates with a team of creatives and non-creatives to conceptualize and execute websites, brand refreshes, digital ads, brochures, flyers, and other digital and print collateral for various financial services institutions
- Trained and managed Junior Designer into a Graphic Designer role
- Facilitated design, build out, and launch of major financial services firms' websites on tight deadline (Axtella in 2023, Smith Moore in 2023)
- Conceptualizes and executes storyboards for animated, talking head, and b-roll style promotional brand videos
- Plans and manages mid-to-large scale projects from concept to completion
- Manages photoshoots with models and props, including shot list organization and follow through

GRAPHIC DESIGNER

The Normal Brand, *March 2018–November 2020*

- Responsible for the design of digital promotional emails, social media content, digital ads, and other digital content on a tight calendar schedule
- Collaborated with Web Designer and Director of Marketing to redesign The Normal Brand's e-commerce website in 2018
- Carried out the design, printing, and mailing of catalogs, look books, direct mail, and other layout-heavy print materials
- Responsible for the redesign and maintenance of the Normal Brand's ecommerce website, including product pages, collection images, and more

GRAPHIC DESIGNER AND ILLUSTRATOR

TeeTurtle, *July 2017–March 2018*

- Collaborated with marketing team and other designers and illustrators to create daily sales emails on a tight calendar schedule (emails went out daily, based on inventory and best-sellers from the day before)
- Created experiential graphics for conventions and trade show booths
- Storyboarded and executed animation for social media videos, gifs, and emails