

# Michelle Draeger

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## Design experience

### OPTUM / ALERE WELLBEING

Associate Creative Director/Senior Designer • 2010–Present • Oakland, CA

*Provide project management and design support on a five-person design team within the marketing department of large healthcare company. Primary responsibilities include:*

- Design support and art direction for B2B and B2C marketing initiatives: working with numerous stakeholders across multiple departments to create collateral that will increase sales and program engagement. Mentoring and providing art direction to other designers on the team as needed.
- Digital design support: providing graphics, periodic design refreshes and content updates for three marketing websites, (built on custom CMS system), working with external vendor and other departments as needed. Designing and coding responsive HTML emails for department.
- Design project management: overseeing project request system for marketing department, allocating design resources, managing time lines, ensuring design and brand standards are being met.

### OUTCOME CONCEPT SYSTEMS (OCS)

Graphic/Web Designer • 2008–2010 • Seattle, WA

*One-woman design department for a mid-sized healthcare technology company.*

*Major accomplishments included:*

- Managed the launch of three websites, which included designing two of the sites and building one in HTML/CSS, while working with a contract developer to build the other two in Expression Engine CMS.
- Designed and worked with a contract developer to build a complex online enrollment page.
- Due to new security requirements, redesigned and migrated one of the websites to a custom-built CMS. Managed agency developers to get site built and launched on a very short timeline.
- Created two new sets of branding for a major reorganization of the company.
- Oversaw and created all marketing collateral for Sales and Marketing departments.
- Worked with outside vendors to create trade show booth graphics, special event materials and direct mail campaigns.

### THE OREGONIAN NEWSPAPER

Graphic Artist • 2006–2008 • Portland, OR

*Created maps and charts for a regional newspaper. Worked as part of a small collaborative team to design and illustrate informational graphics that were clear, accurate and worked within brand standards in an environment that required a great deal of inter-department communication and tight deadlines.*

## Extracurricular design projects

### BLANTON TURNER

Website Design • 2015–2016 • Seattle, WA

### SMALL FOOD BUSINESS

Logo design/Branding • 2012 • Seattle, WA

Book Cover Design • 2010–2014 • Seattle, WA

### ERIN WEBER/DAVID SULLIVAN

Wedding Invitation Design • 2011 • Prosser, WA

### BLITZ MARKETING GROUP

Logo design • 2010 • Seattle, WA

## Education

2006 • Bachelor of Art • Portland State University • Major: Graphic Design

SOFTWARE: Adobe Creative Suite, HTML, CSS, Javascript, Wordpress, and Microsoft Office.