

MICHELA FULCO

Graphic Designer and UX Designer



fulcodesign.com

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portfolio link :

[https://indd.adobe.com/view/](https://indd.adobe.com/view/969ca989-1c3d-46d5-967c-47506fb70b09)

969ca989-1c3d-46d5-967c-

47506fb70b09

SKILLS

Illustrator
InDesign
Photoshop
Adobe XD
Microsoft Office
Pro Create
HTML
CSS
Hand-lettering
Wordpress
UX Design
UX Research
Social Media

INTERESTS

Branding
Corporate ID
Typography
Layout Design
Web Design
UI/UX Design
Calligraphy
Illustrations

OBJECTIVE

Motivated and passionate artist with a Bachelor of Fine Arts in Graphic and Web Design. Detail-oriented, proficient time management skills and ability to create effective designs to convey the desired ideas. Seeking a position where I can contribute by using my skills in graphic design and creativity to produce a unique and quality product.

EDUCATION

SMU CAPE

August 2022

Certification in User Experience Design

The Art Institute of Dallas

September 2019

Bachelors of Fine Arts in Graphic and Web Design

EXPERIENCE

The it Crowd

Social Media Coordinator - Dallas, TX

December 2021 - Present

- Manage social media campaigns, interacts with customers and prospects via social networks, encourage the adoption of social media tools.
- Write and curate content and report to company management.
- Market Research and Social trends Research.
- Published Digital Marketing content online daily.
- TikTok research and content creation daily.

Contract Graphic Designer - Dallas, TX

August 2021 - Present

- Working closely with the Account Managers to understand the design needs of clients, updates on feedback and for final approval. (11 clients)
- Created designs, concepts and sample layouts, based on knowledge of layout and esthetic design concepts.
- Developed graphics mirroring company brand style guides.
- Develop creative advertising content for various media, including business cards, letterheads, flyers, posters, t-shirts, website design and product packaging while ensuring maximum brand awareness of target audience.
- Social graphics created monthly content calendars for clients. (6 clients)

Younger Partners

Freelance Graphic Designer - Dallas, TX

November 2021 - April 2022

- Working closely with the brokers on their office leasing flyers and floor plans for the buildings and spaces being leased.
- Working with the in-house marketing team on flyers for events.
- Adding to/editing websites for office listings and leasings.

Fource Communications

Production Artist - Dallas, TX

April 2021 - November 2022

- Using architectural plans to create floor plans and site plans for apartment complexes for print and digital use.
- Using brand standards to create signage for the apartments marketing.
- Created layouts from scratch in XD for a new website for Fource.
- Using the design process and collaborating with team members to create a new brand for new apartment complexes : including naming, mood boards, logos, a full collateral set and presenting to the client.
- Building mock ups to send to the client and/or press check of business cards, brochures, flyers, envelopes etc.

MarketScale (in-office)

March 2020

Freelance Graphic Designer

- Worked with the publications team on website graphics for all podcasts (in house and outside clients) across all media platforms.
- Storyboarding and design work with the graphic design team for clients; pamphlets, banners and social media graphics.

Yours Truly

Freelance Graphic Designer

January 2020 - March 2020

- Lead graphic designer over all advertising/marketing for the boutique.
- In-store signage for promotions and labeling around the store of pricing, sizes and categories for organization - made into reusable templates.
- Large banners for tradeshow - also used to foot traffic in the store.
- Weekly email blasts of new products, sales, holiday promotions, events ; increased email clicks of customers by 60%.
- Social media graphics to increase customer traffic.
- Reorganization of the website for a better user experience and accessibility.

MarketScale (remote)

Freelance Graphic Designer

November 2019 - August 2020

- Worked closely with the Graphic Network Specialist and Project Managers daily to receive work and feedback from the clients.
- Graphics for events, podcasts, promotions and holidays ; sized for youtube, linkedin, instagram and facebook
- Infographics
- Frequently updated web banners with new promotions/information for clients Caesarstone and Housekeeping.

ACHIEVEMENTS

Presidents Clubs awards for Academic Performance

Career building presentation to the STEM Academy about Graphic Design

dotCOMM Gold Award for Website Redesign - 2022