

Michelle “Mickie” Quinn

611 Morgan Avenue #3 • Brooklyn, NY 11222 • 718-812-6998
MightyProductions.com • mickie.boggs@gmail.com

SUMMARY

Creative and versatile designer and project manager for print and internet. Effective in maintaining client expectations and honoring brand identity. Efficient in organizing multiple projects and managing teams. Quick to learn company procedures and new technology. Confident in making decisions, negotiating, consulting, and presenting internally and to clients. Fosters a positive environment with co-workers, vendors and clients.

- Design & Production
- Brand Development
- Multi-Media Campaigns
- Strategic Planning
- Client & Vendor Relations
- Co-Branding
- Idea Mediation
- Copywriting & Editing
- Adobe Creative Suite
- MS Office
- Word Press/Drupal
- Social Media

EXPERIENCE

Mighty Productions, 1998 - present

Freelance web and print design, development, production, direction and management for full sites, banner ad campaigns, landing pages, animated series, illustration, logo design, and collateral materials. Consultation and communication in leading projects from concept through completion.

Clients include:

Nickelodeon, Alphabet Kids, ThinkQuest, Kraft Cheez Whiz, City Meals-on-Wheels, The Knitting Factory, Luna Lounge, Survive Design, Tijuana Gift Shop, Agapantha Jewelry, Velour Records, Vinny Vella Pizzeria, CMP, Care Bears on Fire, Fantasia Fashion, MINK, Ziza Metals, Sharksbait, Ellis Island Design, La Piazza di Carolina, Northern State, BolognaMiami2.

ThinkQuest, Inc., New York, NY

Senior Designer, Program Director, 2001-2009

Responsible for managing both the creative and training functions of the Educational Technology not-for-profit that ran citywide web and digital media contests.

- Developed and maintained brand identity, brochure and promotional material, digital presentations and print materials, fund raising event materials, icon and graphics for website, asset creation and management
- Published and distributed weekly and monthly content via Constant Contact targeted for educators, donors and general community
- Planned curriculum, created tutorials and conducted training in design and web development
- Recruited, trained, supervised, and motivated trainers and volunteers
- Grew annual participation from 450 students to 10,000, and schools from 15 to 500

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EXPERIENCE

Snowball.com, New York, NY

Senior Designer, 1999-2001

Portal website that targeted audiences between ages 13 and 30 through it's multiple channels and affiliates. Production of ad units and campaigns, animated series, presentations, contest sites, and full websites. Clients included Nokia, Claire's, Inc., GotMilk?, Burger King, Timex, Capri Sun, Todd Oldham and Old Navy.

- Sold concepts to clients that engaged a youthful audience
- Translated clients' brand to online market
- Worked with marketing and ad sales teams to strategize for client campaigns
- Co-branded ad units and splash pages for special campaigns
- Collaborated with outside vendor to create a music video and interactive CD-ROM
- Promoted to Senior Designer after demonstrating leadership and diplomacy skills

Microsoft Networks, New York, NY

Graphic Designer, 1998-1999

MSN.com, Sidewalk.com and MSN Advertising accounts, servicing projects from concept to completion for local and national brands.

- Developed animated and static ad units, as well as mini websites
- Created unique campaigns for national brands
- Trained designers with new technology, incorporated Flash into design department
- Implemented project management system that resulted in a smoother work flow
- Initiated staff meeting for better communication between departments

EDUCATION

Art BFA, Ithaca College, Ithaca, NY, 1994

- Concentration in computer art and book design
- Paid internship in on-campus Graphic Design office

PERSONAL INTERESTS & ACTIVITIES

- Cultivator of cuisine, recipes and creative dinner parties
- Exhibited artwork in New York and Paris
- Producer of events including concerts, parties and benefits
- Model for iVillage, MasterCard, Northstar Bank, and Naomi White Photography
- Emcee and organizer for internationally touring variety show
- Featured student in the Art Students League annual catalogue
- Baseball fan and player of softball
- Champion of an all-female pinball tournament