



MICHELLE HOLDER

Contact Info.

Phone

301-821-2267

Email

bekonstrutive@gmail.com

Website

pixelink-studios.com

To Whom It May Concern:

Conceptual design and innovative branding are just two of many passions related to design. They motivate me to create original ideas that help make brands visible to a larger audience. Recently, I served as art director and lead designer with the NBA Academy's branding of its 2021-22 NBA Academy Workbook planner. This is a great example of bold branding meeting functionality for young athletes looking to accomplish academic and athletic goals while maintaining mental health well-being. Originality and individuality are characteristics that best describe my work. Throughout my 15 years of experience, I have worked in various places ranging from ad agencies to a sports entertainment company to a digital communications firm.

As an Art Director, I have acquired expertise in many areas such as illustration, graphic design, web ad graphics and digital photography. Professionally, I love a good challenge that feeds my eager thirst for knowledge about my industry and the target audience that the end product effects. I will be a great asset to your company because I am a fast learner who brings out-of-the box creativity to the table. I am a team player who is confident in taking the lead on large projects such as the NBA's mental health initiative called NBA Mind Health, introduced through the NBA Mind Health Workbook built to help pro NBA, WNBA and G League basketball athletes manage and maintain healthy lifestyles on and off the court.

I look forward to receiving a phone call for a possible interview.

To view my portfolio samples, please visit my website
www.pixelink-studios.com.

Thank you for your time and consideration.

Sincerely

Michelle Holder



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Education.

**CORCORAN COLLEGE
OF ART + DESIGN**
May 2006
BFA in Digital Media Design

**CALVARY BIBLE
INSTITUTE**
Aug. 2017 - Dec. 2017
Jan. 2018 - Jun. 2018
Homiletics/Public
Speaking 1 & 2

Expertise.

Adobe Indesign
Adobe Illustrator
Adobe Fresco
Adobe Photoshop
Adobe After Effects
Adobe Acrobat
Microsoft Word
Microsoft Powerpoint
508 Compliance



Objective.

With 15 years of industry experience, serving as an art director who produces visual content including print, social media, video and online materials. Provide services to various internal departments by developing innovative solutions to issues involving graphic design, typography, digital media and printing production.

For samples please visit www.pixelink-studios.com.



Work Experience.

ART DIRECTOR
at Reingold, Inc. | Alexandria, VA | 2018 - Present

Serves in the dual role of lead designer and art designer on projects while overseeing design interns and other experienced designers for one of various Reingold clients the NBA (National Basketball Association) providing brand strategy for the NBA's initiative NBA Mind Health. As a senior designer, serving as a creative producing a variety of content, both print and digital formats.

GRAPHIC DESIGNER + PHOTOGRAPHER
at Monumental Sports & Entertainment: NBA Washington Wizards and WNBA Washington Mystics | Washington, DC | 2012 - 2018

Served in the dual role of lead designer and art designer on projects while overseeing design interns managing day to day project assignments for team campaigns during the NBA Wizards, WNBA Mystics and AFL Baltimore Brigade seasons. As designer and photographer, served as a creative lead that produced print, web and digital environmental visual media signage displayed within and around the Capital One Arena in Washington, DC.

GRAPHIC DESIGNER
at FreeThink Media | Washington, DC | May 2012

Provided graphic design services for the development, design and execution of infographics needed for the production of a documentary film entitled Honor Flight. Participated in meetings with film director and project manager from various to brainstorm design concepts for the film infographic design ultimately increased the target audience viewership of the film as well as to inform them about the Honor Flight initiative.



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Volunteer Work.

PHOTOGRAPHER

Greater Mount Calvary Holy Church in Washington, DC
Oct. 2009 - Mar. 2014

Gained experience capturing photos of renown preachers, public figures, singers, church events/services, and moments of the worship experience.

BRAND MANAGEMENT AND STRATEGY

For the Youth and Young Adult Department at Greater Mount Calvary Holy Church in Washington, DC
Aug. 2016 - Jun. 2018

Developed branding strategies for greater audience reach for ministry events/campaigns.

Developed new insights into situations and applies different solutions to make improvements to improve efficiency of marketing campaigns and ministry programs.



Work Experience. (continued)

GRAPHIC DESIGNER

at Center for Strategic International Studies | Washington, DC | 2009 - 2012

Developed innovative ideas for and executed concepts for social media and website graphics that ultimately increased the target audience engagement, inform and educate about the overall mission of CSIS as an organization. Designed various printed items and publications such as pamphlets, reports, brochures, booklets, guidebooks, posters, and event invitations.

GRAPHIC DESIGNER

at Spectrum | Washington DC | 2008 - 2009

Designed print collateral such as pamphlets, logos, Powerpoint templates for presentations and illustrations for digital design including web ads and video to increase target audience engagement for various clients.

GRAPHIC DESIGNER

at Reingold, Inc. | Alexandria, VA | 2006 - 2008

As a designer, participated in meetings with colleagues to brainstorm design concepts, brand strategy for new print and web design assignments. Designed and executed branded print collateral, publications, digital ads for websites and branded powerpoint presentations.

GRAPHIC DESIGNER + MOTION GRAPHICS DESIGNER

at DigiGraph Media | Silver Spring, MD | Apr. 2006 - Aug. 2006

As a designer, applied basic theories of typography, layout, juxtaposition and color to graphic projects. Applied knowledge of visual arts methods, techniques, and materials and the subject matter to be depicted in translating the subject matter into visual designs. Designed and executed concepts for motion graphics such as (but not limited to) animated segments (using Adobe After Effects) for video.