



MICHELLE L. MORITZ

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Hello!

I am an experienced and versatile graphic designer with a passion for what I do! Not only do I bring to the table extensive knowledge of applications, printing processes, color, and trends, but I am also a very organized and detail-oriented individual who enjoys creative problem solving as well as the artistic aspect of design.

I have been a designer for a sign company and corporate Human Resources and Marketing departments with projects ranging from internal to external facing. My experience covers projects from high-profile corporate pieces, internal communications, philanthropic events, and retail marketing campaigns all while serving the customer's needs and branding in a fresh, ever-evolving way.

Employment

1996 - 2023

Big Lots, Inc. (Columbus, OH)
Senior Graphic Designer
Graphic Designer

- Responsible for creating effective designs for a variety of needs including corporate items, internal communications, advertising flyers, special events, store marketing campaigns and catalogs, and associate development materials.
- Works independently to prepare/preflight files, communicate with vendors, and approve proofs
- Create and produce mock-ups, props, small run displays, and signage using large format printers and variety of materials.
- Communicate and work directly with vendors, C-level executives, marketing managers, internal and external print shops and photo studios as well as other departments.
- Keep current and utilize Adobe Creative Cloud and Microsoft applications, asset management, printers, and materials.

1992 - 1996

Hightech Signs (Columbus, OH)
Manager/Signage Layout & Production

- Designed and produced custom signs and vinyl graphics for interior/exterior use.
- Position also included customer service, associate training, and workflow organization.

1990 - 1992

Cardinal Type (Columbus, OH)
Designer/Desktop Publisher

- Solely responsible for the 3rd shift production of customer files to camera-ready form using a wide variety of computer programs, printers, and processors.

Education

Columbus College of Art & Design (Columbus, OH)
BFA Advertising Design/Illustration

- Awarded Scholarship and additional Achievement Scholarship
- Assignments selected for display in annual student art exhibits
- Worked in the college art department

Tech Memorial High School (Erie, PA)
Salutatorian, Commercial Art specialized

Honors

- LACP Inspire Awards and Columbus Addy Award for company newsletter
- Columbus Addy Award for sales contest campaign
- Shooting Star, Exclaim, and J+ Awards for associate excellence recognition