

Michelle Silva

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Digital Multimedia Specialist with over five years of experience in graphic design for print and web, UX/UI, video production, animation, audiovisual systems, strategic communications, and interdisciplinary arts.

Education

M.F.A. Fine Arts

Parsons School of Design, Department of Art, Media, and Technology, The New School, New York, New York

B.A. Interdisciplinary Media Art Practices

University of Colorado at Boulder, Department of Art and Art History, Boulder, Colorado (Minor in Art History)

Skills

Design	Graphic Design, Print Media, Websites, Typography, User Experience, Motion Design, Video Editing and Production, Data Visualization, Email Design
Software	Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, XD, Dreamweaver), Figma, SketchUp, Blender, HTML/CSS, Canva, CapCut, Ableton, Artificial Intelligence
Fine Arts	Painting, Drawing, Printmaking, Research-Based Practices, Color Theory, Art History
Marketing	Strategy, Branding, Email Flows, CRO, SEO, Advertising, Social Media, Klaviyo, Shopify, Microsoft Office, G-Suite, AirTable, Asana, Monday, Zoom
Soft Skills	Creativity, Interpersonal Relationships, Leadership, Effective Communication, Problem Solving, Organization, Optimist, Detail Oriented, Multitasking, Flexibility, Professionalism, Empathy

Work Experience

2024 - Current | **Creative Media Specialist**

HealthyLine, New York, New York

- Develop multimedia strategies to enhance campaigns and produce compelling brand assets
- Manage a copywriter to ensure alignment with brand messaging and vision
- Design and optimize Shopify webstore to improve user experience and conversions
- Create emails for newsletters, sales, campaigns, and automated flows following CRO best practices
- Conceptualize and produce video ads across platforms to boost brand awareness and engagement
- Conduct market research to inform creative direction and stay aligned with trends
- Ensure brand consistency across all marketing and act as the primary point of contact for creative inquiries

2022 - 2024 | **Production Assistant**

ARTECHOUSE, New York, New York

- Assist Technical Operations Manager with daily upkeep and maintenance of a server room, AV systems, and state-of-the-art projector equipment
- Ensure efficient operation of the venue's technology systems onsite daily and assist with troubleshooting
- Regularly inspect displays for quality assurance
- Work onsite to prepare the production-related needs of incoming exhibitions during change-over weeks
- Work directly with clients during events to ensure smooth operation and satisfaction
- Implement feedback mechanisms to continuously improve display aesthetics
- Collaborate with other onsite teams to deliver a high-quality experience for visitors

2022 | **Computer Arts Teaching Assistant**

Parsons School of Design, New York, New York

- Teaching Assistant to Eleanor Kipping for Fall 2022 Semester for 4D Core Studio foundations class
- Instruct students on the fundamentals of video production, stop motion, text-based animation, sound design, and live performance
- Teach students creative softwares, such as Adobe Premiere Pro, After Effects, and Audition
- Create, plan, and execute projects, activities, and lesson plans and regulate classroom behavior
- Facilitate group critiques and give students feedback
- Work in AirTable to manage academic materials and performance of students

2020-2021 | **Designer**

LGND Creative Marketing Agency, Remote

- Create marketing content, including print media and social graphics for Fortune 500 companies
- Lead rebrand campaign from start to finish, by creating mood boards, pitch decks, branding guidelines, logo designs, illustrations, powerpoint templates, data visualizations, and manually updating all print documents for Aireon, LLC
- Design web and mobile interfaces and prototype interactions with Figma
- Storyboard, illustrate, and produce motion graphics and animated videos
- Collaborate with Front and Back-end Developers on UI for interactive websites and mini-games
- Mentor and provide feedback and creative direction to Interns and Junior Designers

2021 - 2022 | **Freelance Designer**

Self Employed, Remote

- Create advertising campaign, complete with social graphics, print posters, and an online landing page and microsite, for the Trauma and Global Mental Health Lab within The New School for Social Research (NSSR)
- Work with Olympic athlete Nicole Ross to design a health-driven campaign, leading up to a Sports and Mental Health online summit hosted by NSSR
- Pitch, design, and launch brand design and logo for ZAMA Health startup
 - Work directly with CEO to develop bespoke brand aesthetic
 - Collaborate with Back-end Developer to create brand driven website
- Front-end tweaking for Benchwick Flooring Solutions website including web page layout design via HTML

2019 - 2020 | **Graphic Designer, Student Leader**

University of Colorado, Boulder, Colorado

- Create eye-catching and modern advertisements, posters, flyers, and social graphics for weekly and upcoming special events
- Run and manage social media accounts, including Instagram, Facebook, and MailChimp
- Photograph events and distribute edited images among members
- Work with Director of Marketing to create branding guidelines for consistency and longevity of organizational aesthetics

2019 | **Art Teaching Assistant**

Young Artists At Work Summer Camp, Boulder Museum of Contemporary Art, Boulder, Colorado

- Work alongside Art Teacher with 35+ years of experience to plan and execute creative and unique programming for Young Artists at Work Summer Camp
- Lead photography, drawing, and art history workshops for campers ages 7 to 13
- Regulate and manage daily classroom behavior
- Take campers on field trips and encourage them to experiment with found art materials
- Provide feedback and artistic insight to campers and assist with projects when needed
- Photograph day-to-day happenings to share with families of campers and museum outreach team

Publications, Awards, + Certifications

“Land of Oblivion”

2024 | Signed/Edited Artist Book
Printed Matter, Inc., New York

OSHA Aerial and Scissor Lift Certification

2023 | New York, New York

“The Automod Manifesto”

2023 | M.F.A. Thesis Publication
Parsons School of Design, The New School, New York

“Other Intelligences” Artist Panel with Respondent Rachel Vera Steinberg

2023 | Matter As Fallen Light Panel Discussion
Parsons School of Design, The New School, New York

Individual Grant Recipient

2020 | Undergraduate Research Opportunities Program
University of Colorado, Boulder, Colorado

Knowing Words: A Guide to First Year Writing and Rhetoric

2018 | Textbook Cover Artist
University of Colorado, Program for Writing and Rhetoric,
Boulder, Colorado

Scholastic Art and Writing Regional Gold Key Winner

2016 | Ringling College of Art and Design, Sarasota, Florida