

# MICHELLE WINEY

Proven track record of creating revenue generating experiences for established brands. Equally enthusiastic about great design & wrangling projects to make them a reality.

## Brooklyn Boulders

Community Oriented Climbing Gyms

ART DIRECTOR > UX & ART DIRECTOR

Jan 2019 – Present

- Utilized research methods such as interviews, affinity mapping, and customer journeys to determine critical areas of improvement within Brooklyn Boulders (BKB) primary revenue generating website and paid digital campaign user flows.
- Lead creative & dev teams responsible for supporting the launch of new gyms in Chicago and DC—DC being the most successful BKB launch to date with 1k members.
- Generated marketing assets for strategic campaigns that successfully restored & ultimately exceeded pre-covid membership levels.
- Managed & art directed an in-house creative team and location-based contractors, including designers, developers, copywriters, and videographers.
- Upheld brand standards (for multiple brands) while evolving the design system for new initiatives and products.
- Spearheaded process improvements leading to more efficient workflows with stakeholders—including the creation of an extensive library of brand resources, templates, and SOPs.

## Unbridled

A Corporate Event Agency

GRAPHIC DESIGNER > ART DIRECTOR

Dec 2015 – Jan 2019

Clients: Marriott, Indeed, Noodles & Co, Chipotle, Illumina, Red Robin

- Focused on large-scale event design and signage production for multiple clients concurrently.
- Worked closely with established brands to design attendee experiences from theme creation, pre-conference digital & print touchpoints, through the on-site execution of the event.
- Collaborated with agencies, printers, venues, and installers to transform spaces while managing client budgets and timelines.
- Provided art direction and trained new hires in the event design process.

## Lancaster General Health

Freelance

## Advanced Solar Industries

IN-HOUSE CONTRACT DESIGNER 2012 – 2015

GRAPHIC DESIGN & ART DIRECTION 2012 – 2015

INTERN > GRAPHIC DESIGNER 2011 – 2012

## Education

GENERAL ASSEMBLY

User Experience Design Course

MILLERSVILLE UNIVERSITY OF PENNSYLVANIA

BFA Graphic & Interactive Design | cum laude

Awarded: Best Design Portfolio | Senior Portfolio Show

## Portfolio

[MICHELLEWINEY.COM](http://MICHELLEWINEY.COM)

## Contact

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