



Michelle Shepard

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ONLINE PORTFOLIO:

WWW.MICHELLESHEPARD.COM

ABOUT ME

A digital designer driven by marketing concepts, measurable outcomes, and creativity. I am a self-motivated, ambitious individual always willing to take on a challenge and offer creative ideas in how to achieve a goal.

TOOLS

- o Adobe Creative Suite
- o HTML/CSS/Javascript
- o Sketch
- o Invision
- o Project management tools such as Trello, Teamwork, CoSchedule, and more
- o Microsoft Excel, Powerpoint, Word, Keynote
- o Google Analytics and Google Search Console

HIGHLIGHTS

- o 2019 Adobe Creative Awards Panelist
- o Creative A/B Tester
- o Constantly conscious of responsive design principles
- o Consistent adherence to brand guidelines
- o Social media & display advertising design guru
- o Adept in both print & online design
- o Effective email campaign template design
- o Integration of user-centered design within processes

EMPLOYMENT

Freelance Digital Designer

Michelle Shepard Design / March 2015 - Current

Experience with a large array of clients and projects including website design & front-end coding, UI/UX, advertising design, e-mail template design, logo & branding design, presentation design, e-book design, photo editing/compositing, and more.

- o Managed the creation of a responsive website for a financial advisory company that increased lead conversion by 25%+
- o Conceptualized and designed a webinar advertising campaign for a B2B business that received over 600 registrants
- o Designed an email campaign template that went on to produce a 35+% increase in click-through rates
- o Developed website designs for a translation services company that increased average time users spent on the site by 51%

Web Designer

The Control Group / March 2015 - July 2017

Generated and designed ideas for use in A/B testing across multiple online sales funnels, studied user behavior, measured success of design through data analysis, and developed new sales funnels/lead generation avenues.

- o Awarded top performing A/B tester by achieving highest total amount of increased conversion rates from my designs
- o Created a design that increased sales conversion rate by 13% resulting in a dramatic increase in profit for the company
- o Contributed to over 500 A/B tests that performed at a 5.34% win rate allowing me to achieve 100% of my quarterly goals

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Graphic Designer & Web Specialist

MAD Group / January 2014 - February 2015

Developed brands, website designs, e-mail campaigns, front-end code for Joomla and Wordpress websites, online advertising campaigns, logos, and more.

- o Designed fully-responsive websites that drastically improved user experience and lead conversion rates
- o Contributed to re-branding of small businesses that helped them target the correct audiences
- o Worked with both web and print design to achieve successful, cohesive advertising campaigns

Assistant Photographer and Album Designer

Azzura Photography / Summers 2008-2012

Captured photos using a Canon 5D; color corrected, re-touched, and designed wedding albums.

- o Discovered my love for design in designing albums for clients that were extremely happy with the results
- o Part of the team when the company was awarded 1st place in Seattle Bride's Best-Of Awards

EDUCATION

San Diego State University

August 2010 - May 2014

- o College of Business Administration, Emphasis in Integrated Marketing Communications
- o President of the Order of Omega Honor Society
- o Vice President of Public Relations for Kappa Delta Sorority

References Upon Request