



Michaela O'Keefe

Graphic Designer

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Professional Experience

ADG Communications, Albany, NY
September 2020–Present
Graphic Designer
Create non-profit event theme designs including social media products and email headers, designs in-house assets

Freelance Designer, Troy, NY
Summer 2019–Present
Clients include Engine7Design, eComm Solutions LLC, EXEMEDUM, Labor Day Creative, and ADG

M.Gemi, SoHo, NY
Summer–Winter 2019
Graphic Design Intern
Organized and designed social media content and ads, composed emails, prepared photography for web product pages, assistance with store signage

Frank Collective, Brooklyn, NY
Summer 2018
Graphic Design Intern
Assembled examples of competitor brands and moodboards for client decks, designed mockups, gained business and workspace experience

Honors & Awards

Exhibitor, Senior Art Show, Esther Massry Gallery, The College of Saint Rose, 2019

Work selected, juried Undergraduate Art Show, The College of Saint Rose, 2017, 2018, 2019

Silver, ADDY Award, Illustration Campaign, American Advertising Federation, 2019

Provost and Art Scholarship, The College of Saint Rose, 2015–2019

Dean's List, The College of Saint Rose, 2015, 2017, 2019

Education

The College of Saint Rose, Albany, NY
BFA in Graphic Design, Minor in Art History, Minor in Photography, 2019

Design Skills

Visual communication and concept development from research to completion: identity and branding, business system, editorial and book design, poster design, information design, collateral design, advertising, illustration, packaging, web and interactive design, and pre-press production

Digital Skills

Proficient in Adobe Creative Cloud including Illustrator, Photoshop, InDesign, After Effects, and Lightroom; InVision; Microsoft Office including Word, Excel, and PowerPoint

Familiar with studio photography, post-process photo editing; Sketch; Google programs including Docs, Slides, and Sheets, Adobe XD, Squarespace, and WebFlow

Study Abroad

Two-Week Study Tour: Photography in Iceland, The College of Saint Rose, 2019

Ten-Day Study Tour: Studying Michelangelo in Italy, The College of Saint Rose, 2018

Memberships & Community Involvement

Member, AIGA Student Chapter, The College of Saint Rose, 2019–present

Volunteer, Reach Out Saint Rose, The College of Saint Rose, 2017, 2018

Jury Assistant, Undergraduate Art Show, The College of Saint Rose, 2018

Volunteer, Art Career Night, The College of Saint Rose, 2016