

# MICHELLE CARPENTER

## Multimedia Artist

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## Summary

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Creative, detail-oriented artist with years of experience in art production and design. Dedicated to fostering relationships, delivering top-notch work, and meeting deadlines—all while keeping it fun! After leading teams, I'm excited and eager to dive back into hands-on production and collaborate with driven creatives!

## Experience

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### MAKRgroup

#### Design and Visualization Manager

Dec 2020 – Present

Received employee of the year award 2022

Led the establishment and growth of a design team within the marketing department, establishing processes, pipelines, and both internal and external marketing collateral.

Key responsibilities included:

- Evaluate design briefs, assign tasks, and manage project timelines.
- Lead design reviews and innovation meetings to foster collaboration and creativity.
- Prototype visual aids, including animations and CG effects, and document outcomes.
- Create and deliver design presentations for internal training sessions.
- Create client facing design presentations for bid proposals and sales collateral.
- Implement AI tools during concept and post-production stages, reducing timelines and boosting efficiency.
- Oversee development and launch of internal software on iOS and Google Play.
- Curate data sets to track metrics and drive strategic improvements in productivity and workflow.
- Collaborate with engineering teams to create visual assets for new products for product launches.
- Develop client-facing marketing materials for tradeshow, websites, social media, brand campaigns and catalogs, including product sheets, brochures, print graphics, and promotional animated videos.

### Kompan Playgrounds

#### 3D Designer

June 2015 – October 2017 and May 2018 – December 2020

Received local outstanding performance award in 2016 and national award in 2020.

Created playground designs and presentations tailored for the USA and Canadian markets.

- Produced compelling renderings that secured successful bids, utilizing 3ds Max, V-Ray, and Photoshop.
- Developed new graphical templates to enhance the coherence of design boards.
- Created custom graphics for playground panels and surfacing.
- Designed playground layouts conforming to ASTM and CPSC standards using AutoCAD.
- Created customized graphic layouts for marketing materials using Illustrator and Photoshop.
- Developed and refined designs in collaboration with clients to achieve desired specifications.

## URUP

### Contract Graphic Designer

January 2018 – March 2018

Created digital ad campaigns for various companies to promote products, services and growth.

- Developed and executed digital advertising campaigns for diverse businesses to drive product and service visibility and enhance market presence.
- Crafted Facebook and email advertisements using industry-standard tools such as Photoshop, Illustrator, and proprietary software.
- Engaged directly with client organizations, including Seattle Sun Tan Group, Pima Medical Institute, and Betz Family Winery, ensuring precise communication and campaign alignment with strategic objectives.

## Google Maps

### Visual Data Specialist

October 2013 – June 2015

Collaborated with Google Maps authoring software to validate and correct user-reported errors. Analyzed real-time map data to ensure accuracy, and meticulously adjusted road, park, and water geometries to enhance map precision.

## skills

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|---------------------|------------------|----------------------|
| • Design and Layout | • Compositing    | • Management Skills  |
| • Vector Creation   | • CAD Drafting   | • Communication      |
| • Digital Painting  | • Typography     | • Customer Service   |
| • 3d modeling       | • Illustration   | • Project Management |
| • Rendering         | • Conceptual Art | • Time Management    |
| • Watercolor Art    |                  | • Problem Solving    |

## software

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|---------------------|--------------|-------------------|
| • Adobe Photoshop   | • 3ds Max    | • AutoCAD         |
| • Adobe Illustrator | • Maya       | • Adobe Lightroom |
| • Adobe Dimensions  | • Twinmotion | • Adobe InDesign  |

## Education

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### Bachelors of Fine Arts

Art Institute of Seattle 2013