



401.741.7429  
www.themichellegray.com  
themichellegray@gmail.com

## EMPLOYMENT:

**Hasbro, Inc.** | Pawtucket, RI

*January 2013 - Present*

Graphic Designer

- ▶ Developed KRE-O and Transformer instructional guides to be globally adapted
- ▶ Implemented highly technical design techniques to ensure a positive play experience for consumers
- ▶ Managed multiple project schedules ensuring deadlines were met
- ▶ Achieved marketing goals by aligning brand communication objectives with personal creative strategy and consistent technical accuracy
- ▶ Conceptualized brand guidelines for several Transformer licensed brands such as Battle Changers and Mini-con Combiners
- ▶ Conducted research with focus groups to determine what improvements could help children enjoy upcoming products
- ▶ Oversaw creative development of outside vendor work including layouts, renderings, illustrations, and production specifications
- ▶ Modified approval process to ensure all QA, trademark, and legal requirements were met on a timely basis
- ▶ Refined internal processes to maintain organization and consistency between all brand specific designers

**Freelance** | Rhode Island

*2008 - Present*

Graphic Designer

- ▶ Created apparel graphics for Jusani Culture to help raise awareness for specific animal shelter campaigns
- ▶ Composed large-scale catalog layout for United Natural Foods, Inc.
- ▶ Designed Sensible Baby's packaging, iOS app, website, and banners to be presented at the 2014 Consumer Electronics Show
- ▶ Initiated an exclusive line of invitations and greeting cards

**Hasbro, Inc.** | Pawtucket, RI

*June - August 2012*

2D Graphic Design Intern

- ▶ Utilized Adobe Suite to develop concepts for multi-million dollar brands including G.I. Joe, Sesame Street, Transformers, and Fur Real Friends
- ▶ Designed corporate event advertisements and illustrations
- ▶ Directed product photoshoots for Transformers

**Johnson & Wales University** | Providence, RI

*2010 - 2012*

Mathematics and Social Sciences Office Assistant

- ▶ Managed all classroom, professional, and traveling expenses for departments
- ▶ Maintained daily schedule for professors and other academic events
- ▶ Responsible for classroom purchases, including supplies and textbooks
- ▶ Assisted department professors with daily tasks

## SKILLS:

- ▶ Fluent in Adobe Photoshop, Illustrator, InDesign and Microsoft Office
- ▶ Specialize in typography
- ▶ Precise craftsmanship of 3D design projects
- ▶ Detail-oriented
- ▶ Handrawn illustrations
- ▶ Mac and PC proficient

## EDUCATION:

**Johnson & Wales University** | Providence, RI

*February 2013*

B.S. in Graphic Design & Digital Media, Summa Cum Laude