



MICHELE SCHUMAN

visual designer

schumandesign.com

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949 812 9153

HARD & SOFT SKILLS

- Photoshop
- Indesign
- Illustrator
- XD
- Premier Pro
- Pages
- Microsoft Office
- Powerpoint
- Strong at active listening
- High emotional intelligence
- Adept at critical thinking
- Training & mentoring others

EDUCATION & CERTIFICATES

California State University Long Beach

Bachelor of Arts, Visual Communications

Leadership Journey

Completed an 18 month long Leadership Journey course at Pacific Life.

Certificates

Salesforce

NN/g, UX/UI

WORK & EXPERIENCE

Freelance Visual Designer • Present

Branding & Identity • logo design • web • digital image editing & manipulation • digital & print publication • prototyping • social media

El Morro PTA • 2023

Website, Illustration

Steve Rosen Law Firm • 2023

Logo, branding, website

Sew Gussied Up • 2022-23

Website, business cards

Chris Woodburn Design Group •

2022-23

Websites, business cards

Indigo Global Investors • 2022-23

Consulting, business cards

Pacific Life Insurance Company •

2020-23

Design, Print & Digital

Pacific Life Insurance Company–Creative Director • 2020

Guided a team of creative professionals, a print buyer, and a project manager in the conception and execution of compelling marketing campaigns.

Manage and lead Omnichannel marketing efforts.

Work closely with Meetings and Events Planning in the design and creation of trade show displays and merchandise.

Stay informed. Seek out and study industry trends, new tools & technologies and learning opportunities to benefit self and team.

Manage assets on a cloud based server. Including naming conventions and file management.

Embodied the role of a brand ambassador, upholding design uniformity in alignment with the overarching corporate brand strategy. Stakeholder and contributor of corporate brand guidelines website.

Project management. Collaborate with multiple stakeholders to set project deadlines, content goals and measurable wins.

Adjust team focus to changing priorities and deadlines. Attend weekly status meetings with marketing to ensure projects are on track and identify perceivable roadblocks.

Write and deliver creative briefs.

Assist in the creation and presentation of mood boards.

Oversee the creative budget.

Manage vendor relationships.