



# Michelle McCally Graphic Designer

[michellem-designs.com](http://michellem-designs.com) | [linkedin.com/in/m-mccally](https://linkedin.com/in/m-mccally) | [michelle.mccally@gmail.com](mailto:michelle.mccally@gmail.com)

## Summary

Graphic Designer with 6 years of experience delivering production-ready visuals for large-scale marketing initiatives. Skilled at translating creative direction into consistent, high-quality work across digital, print, and campaign platforms. Recognized for reliability, attention to detail, and strong execution in fast-paced environments.

## Education

**BA, Graphic Design & Media Arts**  
Southern New Hampshire University

**Completed Coursework in Art Ed & Psychology**  
University of LA at Monroe

## Design Skills

Graphic Design  
Web Design  
Print Design  
Social Media Design  
Digital Design  
Email Design  
UI Design  
Illustration

## Tools

Adobe Creative Suite  
Microsoft Office Suite  
Figma  
Sketch  
Monday.com  
Microsoft Teams  
Jira  
Mailchimp  
HubSpot  
Salesforce

## Coding Languages

HTML  
CSS  
JavaScript  
Bootstrap

## Hardware

Mac / PC  
Wacom Tablet

## Experience

### Graphic Designer II, InComm Payments

January 2023 – Present

- Designed brand and marketing assets across 80+ projects supporting digital, print, campaign, and event initiatives.
- Translated creative direction into polished, production-ready visuals aligned with brand standards and timelines.
- Worked within layered review and approval processes across creative, marketing, and product teams to ensure accuracy and consistency.
- Produced cross-channel campaign materials including digital ads, emails, presentations, and print.

### Creative Marketing Specialist, Polymershapes

March 2022 – January 2023

- Created digital and print marketing materials including brochures, ads, banners, and sales collateral.
- Supported multi-channel B2B campaigns while maintaining consistent brand presentation.
- Collaborated closely with marketing and business teams to meet project goals and deadlines.

### Graphic Designer, Georgia Furniture Mart

July 2021 – March 2022

- Designed graphics for print, web, email, and in-store marketing while maintaining brand consistency.
- Supported marketing campaigns with visual content that increased engagement and customer reach.
- Assisted in developing promotional and event materials.

### Freelancer Graphic Designer

December 2019 - 2023

- Delivered branding and marketing design solutions for small businesses and nonprofits.
- Managed projects from concept through final delivery, including client communication and scope alignment.