

DESIGN EXPERT + ARTIST

TABITHA MICHAELIDIS

Boston University College of Fine Arts BFA Graphic Design

Tabithamichaelidis.com

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Boston, MA

BOSE - CONTRACT GRAPHIC DESIGN / UI

JAN 2023 to JAN 2024

- Lead Ideation and Implementation Designer on print and digital marketing materials for Internal Comms. Emails, digital sign, intranet (UI), event design, logo, branding, video editing, photography, and a completely renovated mass newsletter initiative.

TJX COMPANIES - CONTRACT PRINT PRODUCT DESIGN

JAN 2022 to JAN 2023

- Custom artwork, pattern, repeat creation, manipulation of purchased artwork. CMYK to Pantone, color manipulation and recoloring. Ideation behind birthday and pride categories. Prepared mockups and presentations for buyer reviews. Gift bags, Wrapping paper, Decorative Boxes, Greeting Cards. Worked with Laura Ashley, Christian Lacroix, Tommy Bahama, Bouffants and Broken Hearts.

CVS HEALTH - CONTRACT GRAPHIC DESIGN / UI

AUG 2021 to JAN 2022

- Lead Ideation and Implementation Designer of promotional email, social, and print marketing for CVS Photo, Pharmacy, Minute Clinic, and Health Services. Spring Allergy 2022 Minute Clinic Campaign.

Tabitha Designs - LEAD DESIGNER

AUG 2018 to PRESENT

- Custom artwork, logo, branding, color palette, pattern and repeat designs, digital marketing materials and social media design.

Self Made Designs - CONTRACT CONTENT CREATION

OCT 2020 to JAN 2021

- Art Direction, BTS footage, photography and video editing. Managed content creation, organic feed, reels, instagram TV, stories, engagement. Implement growth strategies to gain following.

J.Jill - GRAPHIC DESIGN / UI

FEB 2020 to OCT 2020

- Worked alongside Art Director in promotional emails, curating and presenting content creation for Facebook and Organic Instagram feed and stories. Versioned J.Jill Site for new collection drops.

SKILLS

Adobe Suite
Digital Marketing
Print Marketing
Social Media
Branding
Pattern Design
Color Expert
Art Direction
Product Design
Photo Direction
Trend Research
Illustration
Typography
Squarespace
UI Design
Sketching
Mood Boards
Project Management
Logo Design

COURSEWORK

Graphic Design Studio
Design Ignites Change
Pattern Design
Editorial Design
Typography
History of GD
Experience Design
Web Design
Site Specific Art
Printmaking
Screen Printing
Film and Digital
Photography
Book Making
Drawing
Painting
Sculpting