

MICHELLE RALEZA

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EDUCATION

- May 2008** **Boston University**, Boston MA
MFA Graphic Design
- 2002 – 2006** **Simmons College**, Boston MA
BA Communications with a concentration in Graphic Design & Integrated Media. Art Minor
- Summer 2005** **Boston University**, London England
Seminar in Advertising Strategy, Graphic Design in Britain
- 3.7** Cumulative GPA
Cum Laude Latin Honors

PROFESSIONAL EXPERIENCE

- May – September 2008** **Illumina Records**
Assistant to Art Director
- Executed the design of various promotional collateral, including cds, posters and magazine layouts that were geared toward a national drunk driving campaign. Supervised photoshoots, assisted interns and developed graphics for web. Assisted Senior Art Director with any necessary projects
- Fall/Spring 2008** **Boston University College of Fine Arts**
Teaching Assistant
- Offer students an in depth examination of the technical and conceptual issues behind using the computer as an artistic tool. Perform critiques of student work in Typography I, II, and Graphic Design Elective
- September 2007** **Colleges of the Fenway**
Freelance Graphic Designer
- Designed promotional material for Colleges of the Fenway lecture series
- December – May 2006** **WFNX Radio**
Promotions & Marketing Intern
- Aided in market research, promotional copy writing, contests/giveaways and events both in the office and on-site. Planned events, maintained database and coordinated prize mailings. Assisted the marketing manager with all necessary duties

MEMBERSHIPS, AWARDS + PUBLISHED WORK

Boston University Merit Scholarship 2006–2008. Guest Critique at Simmons College, 2008. Member of Simmons College Communications Liaison. Produced cover of Simmons College photography manual. Published articles in the Simmons Voice and photographs in Sidelines Magazine

SKILLS

Quark XPress 6, Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe InDesign CS3. Proficient in both Mac and Windows platforms. Basic HTML. Fluent in Portuguese, proficient in French