



**MICHELE LOCATELLI**  
GRAPHIC DESIGN

1707 Boylston Ave. #303,  
Seattle, WA 98122  
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**University of Washington, Alumni Association (UWAA)**

**Art Director/Creative Services Manager**

Seattle WA, 8/06 to present

- Art direction and lead designer for the design and execution of promotional collateral, posters, invitations, email and web assets for campaigns, events, lectures, and campus-wide activities.
- Collaborate with writers, project managers, campus partners and internal teams to coordinate on campaign strategies and visual design approach.
- Provide brand and creative leadership to partners across the University community. Create, collaborate and influence design within the UWAA teams.
- Produced and managed two brand redesigns for the UWAA to create enthusiasm and energy while maintaining alignment with the University branding.
- Hands-on design, production, and photo manipulation for both print and web assets.
- Created many trademarked assets for University use.
- Oversee production and resources, print buying, supervise design contractors, and manage vendor relationships.
- Project management through the use of Proof Hub.

**Michele Locatelli Design**

Seattle WA, 8/06 to present

- Produced exceptional visual communication solutions from design to final production. Maintained excellent communication with both clients and vendors.
- Projects included: posters, direct mail, advertising, web graphics, and marketing collateral.

**Clients** Non-profit arts organizations On the Boards, Spectrum Dance Theater, Whim W'him

**Institutions** Johns Hopkins University, Seattle Opera, Swedish Medical Foundation, University of Washington Graduate School

**Seattle Opera**

**Art Director | Marketing, Advertising, and Collateral Design**

Seattle, WA, 1/00 to 8/06

- Art direction, design, and production of seasonal brochures, posters, collateral materials, promotions and advertising. Design lead for all departments within Seattle Opera's organization.
- Close collaboration with writers, project managers, and general director on projects through thematic conceptualizing, strategy, design, and final execution.
- Commissioned original fine art for promotional use to distinguish each new opera season.
- Coordinated production and resources, managed and supervised design contractors. Oversaw vendor relationships.
- Designed and produced t-shirts, posters and merchandise for performance gift shop.

**CurtCo Media Group**

**Graphic Designer and Project Manager | Book, Magazine, and Collateral Design**

Malibu, CA

- Designer and project manager for the book *Theo Kalomirakis' Private Theaters*. Coordinated project with the author, editors, photographer, pre-press house, and distributor. Maintained the production schedule throughout all design phases.
- Contributing designer for the magazine *Entertainment@Home*. Conceptualized and designed creative presentations for promotion of the magazine *Portable Computing*.
- Designed collateral and promotional materials for the many publications of CurtCo Media Group.

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**Technical Skills**

Proficient in Adobe Creative Suite 6 (InDesign, Photoshop, Illustrator), Acrobat, MS Word, Wordpress

**Education**

Syracuse University, Syracuse, New York | Bachelor of Fine Arts Degree,  
Advertising/Communication Design