

MICHELLE COLLINS

CONTACT

Phone
(281) 389-9927

Email
michellecollins113@gmail.com

Portfolio
michellecollins.com

EDUCATION

The University of Texas at Austin Class of 2021

BS, Advertising - Moody
College of Communication

Business Foundations Minor -
McCombs School of Business

NOTABLE COURSES

Texas Creative Portfolio 1&2
Art Director's Seminar
Integrated Comm Campaigns
Integrated Comm Mgmt

SKILLS

Certifications

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere

Interests

- Graphic Design
- Production Design
- Photography
- Illustration
- Pottery
- Baking + Cake Design

ADVERTISING EXPERIENCE

THIRD EAR AUSTIN, TX
ART DIRECTOR | MAR 2022 - PRESENT

- Art Directing for Visit Austin, Mars, Unilever, Tecate, and others across numerous platforms and media.
- Develop concepts and campaigns with creative team, presenting to clients, and production.

FREELANCE ARTIST AUSTIN, TX
SELF-EMPLOYED | MAY 2021 - PRESENT

- Creating a range of custom work for clients with a focus on logo design, using a wide variety of media.

SPARK MAGAZINE AUSTIN, TX
LAYOUT DESIGNER | SEP 2020 - MAY 2021

- Worked on Issues No. 15 & 6 as a layout designer.
- Coordinated with teams of creatives to plan photoshoots, styling, and design.

MEDIA ETHICS INITIATIVE AUSTIN, TX
EDUCATIONAL OUTREACH AND DEVELOPMENT INTERN | JAN 2021 - MAY 2021

- Researched the needs of educators in teaching media ethics, and what resources currently exist.
- Designed a preliminary advertising campaign for the planned OER textbook.

TEXAS CREATIVE THE UNIVERSITY OF TEXAS AT AUSTIN
PORTFOLIO ON WEBSITE | SPRING 2019 - MAY 2020

- Previously a part of the renowned Texas Creative program, consisting of roughly 120 students
- The application-based program strengthens my skills as a creative, art director, and writer through creating campaigns for brands

ADDITIONAL EXPERIENCE

DELTA DELTA DELTA AUSTIN, TX
REFERENCE TEAM, BID DAY COMMITTEE | AUG 2017 - MAY 2021

- Coordinated decorations and materials for "Bid Day" event, welcoming incoming members
- Collaborated with Membership team in recruiting potential members and attending Panhellenic events

ESTILO AUSTIN, TX
SALES ASSOCIATE | MAY 2017 - AUG 2017

- Sold high-end women's clothing and accessories to a variety of customers at local boutique
- Opened and closed the store, maintained aesthetics, managed inventory