

Michelle Hessing

Visual Designer & Illustrator

CONTACT



(914)584-3592



michellehessing@gmail.com



www.michellehessing.com

EXPERTISE

Graphic Design

Branding

Package Design

Email Design

User Interface

Icon Design

Catalog Design

Typography

Illustration

Social Media

Illustration

Marketing

Video Editing

Photo Retouching

EDUCATION

BACHELOR OF FINE ARTS

Illustration | Asian Studies Minor
Fashion Institute of Technology

USER INTERFACE CERTIFICATE

Fashion Institute of Technology
October 2019

PROFESSIONAL EXPERIENCE

MICHELLE HESSING DESIGN

Freelance Graphic Designer

May 2012 – Present

- Create graphics, icons, layouts, and illustrations for social media outlets, web and email marketing, packaging, and other mediums.
- Efficiently manage time to meet strict project deadlines while working both in-office and remotely.

CARAMOOR CENTER FOR MUSIC AND THE ARTS

Graphics Coordinator

Oct. 2025 – Present

- Design brochures and print promotional materials for concerts and events
- Create engaging social media graphics and posts to promote upcoming performances and initiatives
- Develop new concepts and visual systems for wayfinding signage

EMELIN THEATRE

Graphic Designer

Mar. 2025 – Present

- Design and develop email marketing campaigns using Mailchimp.
- Create social media graphics, web banners, and print/digital advertisements.
- Produce theater-related materials including posters, show programs, and banners.
- Propose and implement website redesign concepts with standard UI/UX practices.
- Edit videos for social media and in-theater/lobby displays using Premiere Pro.

WESTCHESTER REFORM TEMPLE

Jewish Learning Lab Receptionist

Dec. 2024 – Nov. 2025

- Managed front desk operations, including greeting visitors and responding to inquiries via phone and email.
- Supported school staff and leadership with day-to-day operations

AFTER SCHOOL ALL-STARS

Graphic Design Instructor

Aug. 2023 – Aug. 2024

- Developed engaging virtual graphic design lessons and projects tailored to middle school students.
- Taught fundamental graphic design concepts and software proficiency.

JONARD TOOLS

Full-Time Freelance Graphic Designer

Nov. 2021 – May 2023

- Designed packaging, labels, and assets for various products.
- Created engaging infographics of products for use on Amazon and other platforms.
- Conceptualized eye-catching designs for digital advertising and social media.
- Developed logos and innovative concepts for new products in development.
- Designed product catalogs and other marketing materials.

Michelle Hessing

Visual Designer & Illustrator

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Premier Pro
Figma
Sketch
Clip Studio Paint
Live2D Cubism

SKILLS

Sketching
Digital Painting
Oil & Acrylic
Watercolor & Ink
Sculpting
Woodworking
Jewelry Making
Teaching
Conversational Japanese

EXPERIENCE CONTINUED

AIRTIME

Freelance Graphic Designer

Sept. 2017 – Mar. 2018

- Created mock-ups of UI and web layout for major rebranding project in collaboration with the art director and design team.
- Designed menu elements, icons, animations, and character illustrations for the final application on iOS and Android.
- Designed assets for social media campaigns, merchandise, and marketing campaigns.

BERKSHIRE FASHIONS

*Freelance Graphic Designer - Licensing
2017*

Aug. 2016 – May

- Designed children's hats for Disney and Sanrio Hello Kitty® licenses.
- Applied creative branding in accordance with the style guides provided by the licensors.

ENCHANTÉ ACCESSORIES

Graphic Designer

Feb. 2016 – May 2016

- Created unique and trendy artwork for various home decor projects.
- Collaborated closely with the design team to deliver projects with fast turnaround.
- Designed packaging elements and hangtags for products.

SABON NYC

Freelance Graphic Designer

May 2013 – Mar. 2016

- Designed homepage banners and emails for promotional advertisements and to inform customers about new products.
- Created visually appealing images to promote the brand across various social media platforms.
- Designed in-store signage, advertisements, catalogs, and coupons for print media.

VEVO

Freelance Graphic Designer

Mar. 2013 – May. 2015

- Collaborated closely with the design team to successfully complete creative branding projects.
- Designed web advertisements for original online content and music videos, meeting short deadlines with fast turnaround.
- Created and edited captivating images of artists for homepage and various social media platforms.