



Michele Stenzel

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CAD Designer | Production Designer | Visual Storyteller

A passionate collaborator and visual storyteller working with creative teams to drive engagement, increase sales, and move consumers. A flare for conceptualizing and solving complex design challenges for a wide range of industries from award-winning companies to startups. Connecting consumers with the heart of brands.

CORE COMPETENCIES

Production Design • Graphic Design • Adobe Creative Suite • Wordpress • 3D Modeling • Preflight • Prepress • Publication Design • Interactive Media • Visual Storytelling • Social Media Design • Ideation • Typography • Design Mockups • Branding • Brand Consistency • Brainstorming • Prototyping • Asset Management • Print Communication • Marketing Collateral • Color Theory • Research • Time Management • Problem Solver • Organized • Decisive • Collaborative • Active Listener • Team Player • Inclusive • Empathetic • Attention to Detail • Innovative • Goal-Setter • Resourceful • Multitasker • Critical Thinker • Proactive

PROFESSIONAL EXPERIENCE

DL's Die Cutting, Inc., Minnetonka, MN **CAD Designer**

May 2022–Present

- Collaborate with production supervisor, customer service rep, estimating, and die shop to establish timelines and ensure accurate and consistent die cutting results.
- Develop 2D and 3D designs for complex projects in CAD software.
- Support sales efforts by providing sample packaging options for customers as well as evaluate data and circumstances to generate creative solutions.
- Manage and resolve technical difficulties in CAD and laser cutter softwares.
- Develop laser cutting vector files for wood applications as well as craft dynamic graphic design solutions that enhance the company's visual impact.
- Manage and update content on our company's websites.

Cornerstone Copy Center, Burnsville, MN **Customer Service Specialist/Graphic Design Support**

Apr 2021–Jan 2022

- Participate with customers to fulfill their design and printing visions by actively listening and collaborating with the customers, designers, printer, and bindery.
- Navigate the entire process through to the end and complete the final quality check, leading to satisfied repeat customers.

Freelance, Chaska, MN **Graphic Designer**

Jun 2020–Dec 2020

- Collaborated and designed the logo for an assisted-stretch wellness company, Flexi-Fit Body, allowing the business owner an effective first impression with merchandise, letterhead, and marketing collateral.
- Created the logo for a software consultancy company, Integral Function, providing a solid framework for use in the business owner's future marketing strategies.
- Collaborated with the creators of I AM EarHero™ to create a die line from existing artwork using Esko Studio Toolkit. Once the die line was created, packaging was cut, assembled, and 3D renderings created using Illustrator, Esko Studio Designer, PhotoShop, Dimension, and Acrobat. Each box housed 50 ear-saver straps providing an effective method of sales at checkout in stores and in marketing collateral.

Liberty Packaging, Golden Valley, MN**Mar 2020–May 2020****Structural Design Intern**

- Gained valuable experience in the structural design department through hands-on ArtiosCAD experience with corrugated, using Kongsberg cutting tables, and assembling samples for the sales department to present to leads and established customers.

Global Tax Network (GTN), Maple Grove, MN**Jan 2017–Dec 2018****Client Services Professional**

- Supported daily functions of a busy global mobility tax office including maintaining document management systems, processing tax returns, troubleshooting client portal and client/global partner tax office communications.
- Utilized troubleshooting skills after new portal rollout to assist customers with accessing their client portal resulting in greater customer satisfaction.

Sage HMS, a DSS, Inc. Co., Bloomington, MN**Jan 2013–Oct 2016 (Employee)****Office & Marketing Administrator****Jul 2009–Nov 2011 (Contract)**

- Worked closely with president, marketing, clinical staff, account managers, and developers with projects related to the selling, marketing, and updating of content for the evidence-based clinical decision support system.
- Served as the initial line of IT support for office staff, database maintenance, development of marketing materials, analysis of data for special projects, and general administrative support.

G&K Services, Minnetonka, MN**Nov 2011–Dec 2012****Contract Compliance Specialist**

- Maintained relationships with internal and external customers, national account specialists, national account executives, and field level personnel through daily communications and regular audits.
- Implemented annual price increases established in client contracts.

EDUCATION

Dunwoody College of Technology, Associate of Applied Science Degree, Pre-Media Technologies
Riverland Community College, Technical Degree, Business & Office Support

TECHNICAL ACUMEN

InDesign | Illustrator | Photoshop | Dimension | Dreamweaver | Wordpress | ArtiosCAD |
Impact CAD | Esko Studio Toolkit | Esko Studio Store Visualizer | MS Office Suite |
Customer Portal | HubSpot | NetSuite

AFFILIATIONS

Phi Theta Kappa | AIGA

AWARDS

Academic Award of Excellence