

IDA WOLDEMICHAEL | IDAWOLDEMICHAEL@GMAIL.COM | IDAWOLDEMICHAEL.COM

## EDUCATION

**MFA, Graphic Design** | Maryland Institute College of Art (MICA) | Baltimore, MD | 2004–2006

**BFA, Graphic Design** | Virginia Tech | Blacksburg, VA | 2000–2004

## PROFESSIONAL EXPERIENCE

**Graphic Design Manager** | May 2011–Present | William J. Clinton Foundation | New York, NY

**Interactive Designer** | February 2011–April 2011 (contractor) | Brooks Brothers | New York, NY

Designed landing pages, home pages, banners, and email blasts across the entire Brooks Brothers brand.

Collaborated with art director, designer, and programmers effectively.

**Graphic Designer** | June 2006–January 2011 | HZDG | New York, NY and Rockville, MD

Designed advertisements, annuals, apparel, brochures, cards, direct mail, email blasts, identity, landing pages, logos, mobile sites, packaging, posters, publications, and websites.

Successfully managed and coordinated graphic design projects from concept through completion, ranging from nonprofit to commercial and residential real estate clients.

Worked in a fast paced environment with the ability to design individually and collectively, collaborate across departments, stay organized, work according to budget, and meet deadlines.

Art directed photo shoots including a photo shoot for a luxury apartment.

Press checked print pieces including complex jobs combining multiple pages, 4 color, pms, and spot color.

Brought in a new client, a Washington DC government agency, resulting in new business worth \$70K.

Selected by company president as a team leader for HZ Color Wars, an interoffice design competition, in which I managed and motivated a team of 10 people.

**Graphic Designer and Production Assistant** | November 2004–May 2006 | Urbanite Magazine | Baltimore, MD

Collaborated with creative team to design layout for a magazine issued monthly and prepared files for printing.

**Graphic Design Teaching Asst.** | Fashion Graphics and Inter. Design | Spring 2006, Fall 2004 | MICA | Baltimore, MD

**Graphic Design Instructor** | September–December 2005 | College of Notre Dame | Baltimore, MD

Taught a digital page layout course in which students used Quark.

Helped students develop as graphic designers through projects and critiques.

**Graphic Designer** | September 2003–May 2004 | Visual Design Studio 4, VDS4 | Blacksburg, VA

Designed identities, posters, and collaborated in design plan for new studio space.

**Graphic Design Intern** | June–August 2003 | Corcoran Gallery of Art | Washington, DC

Designed advertisements, exhibition graphics, postcards, posters, signboards, and view book.

**Senior Designer** | September 2002–May 2003 | Collegiate Times Newspaper | Virginia Tech

**Graphic Design Intern** | June–August 2002 | Wolf Trap Foundation for the Performing Arts | Vienna, VA

Created advertisements for The Washington Post, postcards, posters, mailers, and flyers to increase ticket sales.

## COMPUTER SKILLS

Adobe Creative Suite (After Effects, Dreamweaver, Illustrator, InDesign, Photoshop), HTML, Macromedia Freehand, Microsoft Office, Quark XPress, Macintosh and PC Platform.

## PUBLISHED WORK

L'Enfant Plaza logo featured | Logo Lounge | Master Library Series: Initials & Crests

Painting featured | The Washington City Paper

Student contributor | D.I.Y. Design It Yourself by Ellen Lupton

## AWARDS

Gold ADDY | Dormify Alphabet Poster Set | 2011

61st ADCMW (Art Directors Club of Metropolitan Washington) Annual Show | Erkiletian Take Away Package | 2010

AIGA Fifty Award | The Tenth Biennial AIGA Fifty Exhibition | Life with Lex Invitation Collateral | 2009

ADDY Citation of Excellence | Phipps Family Campaign Collateral Material | 2008

Dean's List | College of Architecture and Urban Studies | Fall 2003, Spring 2003, Spring 2004

Gold ADDY | Metropolis Editorial Cover and Spread | 2003, Leaf Landscape Architects Annual Report | 2002

Silver ADDY | Art & Art History Direct Mail | 2003, Splash Paint Co. Identity Package | 2001

## EXHIBITS

D.I.Y. Design It Yourself Exhibition | Feb 2006

Graphic Design MFA Thesis Exhibition | Eri-tees: T-shirt line benefiting Eritrean artists | May 2006