

# MICHELE WALKER

Instructor, Designer

765-977-6594

MicheleW003@gmail.com

MicheleWalkerDesigns.com

LinkedIn.com/in/MicheleWalker003

PROFILE

**Educator and designer with expertise in visual design, technology & community building**

- Curriculum development and instruction
- Graphic design, marketing, communications & outreach
- Workshops and presentations
- 2D, 3D, web & interactive media
- Assessment, strategic planning & implementation
- Academic & professional writing and research
- User-centered design, empathy & listening
- Design Thinking, ADDIE
- Creativity & innovation
- Critical thinking, organization
- Project management

PROFESSIONAL SKILLS

Indiana University  
**Master of Science in Media Arts and Sciences**

Ball State University  
**Bachelor of Fine Arts in Graphic Design**

Purdue University Global  
30 Credit hours completed in  
**Instructional Design and Technology**

Ivy Tech Community College  
18 Credit hours completed in  
**Psychology**

EDUCATION



## EXPERIENCE

### CONTINUING LECTURER & MARKETING/COMMUNICATIONS

**Purdue Polytechnic Institute  
Computer Graphics Technology Department/Statewide Engagement**

*LTL 2001-2015; Full Time Continuing Lecturer 2015-Present  
2022 Split role Lecturer/Marketing & Communications for Purdue Statewide*

- **Led Polytechnic Transformation efforts through curriculum redesign, student-community service projects, and served on grant-writing and fundraising committees**
- **Twice nominated as the Polytechnic representative for Excellence in Instruction for Purdue University**
- **Designed and produced Purdue Statewide recruiting and communications collateral (brochures, email campaigns, social media, videos)**
- **Delivered skills training workshops for regional businesses and Underrepresented minority students**

As a seasoned curriculum development specialist, I excel in designing and delivering impactful project-based educational content that aligns with educational goals for both face-to-face and remote learning. I create multimedia instructional materials, and provide evaluation and mentorship to students with a focus on job-readiness. I collaborate closely with industry partners to develop targeted courses for adult learners. Additionally, I contribute to marketing, recruitment, and retention efforts by developing effective print and digital media campaigns. My active engagement with community partners, industry leaders, and alumni furthers program outcomes.

### GRAPHIC DESIGN & VISUALS

Photoshop \_\_\_\_\_ ○  
InDesign \_\_\_\_\_ ○  
Illustrator \_\_\_\_\_ ○

### MEDIA & PHOTOGRAPHY

DSLR Photography & Video \_\_\_\_\_ ○  
Premiere Pro & After Effects \_\_\_\_\_ ○  
Adobe Audition sound & music \_\_\_\_\_ ○

### 3D MODELING & ANIMATION

Maya \_\_\_\_\_ ○  
Blender \_\_\_\_\_ ○

### INTERACTIVE MEDIA

Game Design Concepts \_\_\_\_\_ ○  
Unreal Engine Development \_\_\_\_\_ ○  
Web Design, Wordpress, HTML/ CSS \_\_\_\_\_ ○

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MARKETING  
SPECIALIST



## EXPERIENCE *continued*

**Reid Health / Physician Associates** • Richmond, IN

2012-2015

*Worked directly with vice presidents, managers and physicians to develop and implement the marketing strategy for approximately 100 physician in 13 locations throughout Indiana and Ohio. Assisted with the marketing of Reid Health hospital to support service lines, increase screenings and build community relations.*

Designed and implemented marketing and communications campaigns to support market growth and disseminate health information. Duties included graphic design for print and digital media, content writing, photography, scripting and direction for TV commercials, assessing and reporting on marketing ROI, website updates and analytics. Also actively participated in committees that optimized efficiency and user satisfaction through Kaizen, Fishbone/Ishikawa diagrams and Six-Sigma processes.

- Designed a new system to organize and track all ad buys for newspaper, radio and web media and analyze results to better communicate with leadership
- Assisted in building a new intranet to enhance department productivity and communications with other departments

**Express Impressions Printing LLC** • Richmond, IN

2002-2012

*Worked with clients to design and produce a variety of printed materials: business cards, brochures, and sales collateral. Handled cost-estimates and billing, pre-press production and final digital output in a fast paced, quick-turn environment.*

- Developed logos and visual communication pieces for small businesses and non-profits
- Assumed store manager responsibilities on as-needed basis, walk-in customer service, assisted in various departments including high-speed copies, bindery and finishing
- Maintained digital file systems, back-ups, computer trouble-shooting, printer and software installation, implemented job-ticket system for organizing jobs and files

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## COMMUNITY INVOLVEMENT



- Vice-President, Richmond Historic Preservation Commission (2022-present)
- Starr-Gennett Foundation board member, marketing committee (2022-present)
- 4th Street Fair marketing committee member, visual branding developer
- Whitewater Valley Community Television board member (2017-2020)

GRAPHIC  
DESIGNER &  
CUSTOMER  
SERVICE REP