

Michele E. Giusti

SR. GRAPHIC DESIGNER

Brand & Digital Strategy

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SUMMARY

Senior Graphic Designer specializing in brand development and visual storytelling across digital and print media. Experienced in building scalable brand systems and high-volume asset libraries for education, corporate, and financial sectors including design systems, UX/UI, and accessibility (WCAG). Expert in bridging the gap between technical engineering principles and high-end visual design. Specialized in Figma-driven design systems and leveraging Generative AI to accelerate production workflows.

CORE COMPETENCIES

Creative Direction & Brand Governance: Developing scalable brand systems and visual identities for global markets.

Information Architecture: Data visualization and translating complex technical/financial data into high-impact visualizations.

User Experience Strategy: Driving user-centric design through accessibility (WCAG), usability testing, and responsive layouts.

Strategic Workflow Optimization: Optimizing creative workflows through Agile collaboration and production streamlining.

PROFESSIONAL EXPERIENCE

Sr. Graphic Designer | Risepoint/Wiley University Services | 2021 – 2025

- Brand Systems & Architecture: Developed brand asset libraries and style systems supporting 200+ educational institutions.
- Cross-Functional Strategy: Partnered with marketing to ensure brand alignment across multiple enrollment-driven campaigns.
- Production Efficiency: Streamlined high-volume asset creation and reduced asset production time by 20%.
- Marketing: Collaborated with cross-functional teams on conversion-focused campaigns to ensure on-brand messaging.

Graphic Designer | AMG Funds | 2019 – 2020

- Data Visualization: Translated complex financial content into clean infographics and layouts for investor audiences.
- Regulatory Compliance: Maintained design governance & WCAG compliance across all platforms.

Graphic Designer | Information Services Group | 2017 – 2019

- Global Brand Management: Designed global event graphics, marketing collateral, and reports within corporate brand guidelines.
- International Strategy: Produced high-level presentation materials and visual assets for diverse international audiences.

EDUCATION

Master of Visual Arts (MVA) | Digital Communications & Media | New York University, NY

Bachelor of Science | Mechanical Engineering Technology | Charter Oak State College, CT

Professional Study | Graphic Design | The New School (Parsons), NY

Professional Study | Learning Design Fundamentals | NYU Steinhardt School, NY

TECHNICAL TOOLS

Design & Prototyping:

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Premiere), Figma

Production:

Digital Asset Management (DAM), Print Production, and Large-scale Event Graphics

Generative AI & Automation:

Adobe Firefly, Midjourney, Prompt Engineering, and Workflow Automation

Web & Implementation:

HTML5/CSS3, Atomic Design, UI Kits, and Component Libraries

Remote (U.S.) | South Norwalk, CT