Michele E. Giusti

SENIOR VISUAL DESIGNER

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PROFESSIONAL SUMMARY

Senior Visual Designer specializing in transforming complex information, design systems, data visualization, and executive communications. Proven expertise spanning UI/UX, scalable component libraries, and multi-channel campaigns built across Adobe CC and Figma. Demonstrated success managing high-volume design output remotely and guiding day-to-day visual production from initial concept to final delivery.

WORK HISTORY

Senior Visual Designer, Risepoint / Wiley University Services | *Jul 2021 - Jan 2026*

- Built and managed centralized Figma design systems for 200+ clients, increasing design efficiency by 30%.
- Designed and delivered digital products alongside WCAG-compliant print collateral for 80+ accounts, managing 15+ concurrent campaigns through strict deadlines.
- Navigated ambiguous brand guidelines and minimal direction to independently architect cohesive marketing campaigns for Online Program Enablement, consistently delivering on-time under tight deadlines.

Senior Visual Designer, AMG Funds | *May 2019 - Oct 2020*

- Transformed complex financial datasets into clear UX/UI structures and charts for executive presentation decks, turning intricate data into intuitive visual communications for institutional investors at a premier multi-boutique asset manager.
- Streamlined and standardized end-to-end design production workflows and visual brand guidelines, cutting down asset bottlenecks to accelerate cross-team asset delivery.
- Collaborated with cross-functional teams to align digital and print visual execution with core messaging goals, driving investor engagement through clear, data-backed design.

Communication Designer, Information Services Group | *Sep 2017 - Mar 2019*

- Managed global visual identity standards and digital campaigns across international markets for a premier AI and digital transformation advisory.
- Produced digital and print brand assets for global teams—including 230+ intranet banners, booklets, ads, dashboards, learning and training materials, logos, event collateral and environmental graphics for a new-office rollout.
- Designed executive presentations and complex data visualizations, translating intricate research into intuitive visual narratives for senior leadership and global tech enterprises; developed reusable templates that streamlined subsequent production.

EDUCATION

Master of Arts, Graphic Communications Management & Technology | New York University
Bachelor of Science, Mechanical Engineering Technology | Charter Oak State College
Learning Design Fundamentals | NYU SPS
Graphic Design | Parsons School of Design
UX Design Professional Certificates, Google & Microsoft | Coursera

SKILLS

Design Tools & Code: Figma, Adobe CC (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Firefly), Framer, HTML/CSS, JavaScript.

Visual Execution & Strategy: Visual & Product Design, Graphic Production, Layout, Typography, Color Theory, Data Visualization, Brand Guidelines, Print & Digital Assets, Mockups.

UI/UX & Design Systems: Design Systems, Tokens, Component Libraries, Information Architecture, Governance, Responsive Design, Problem Solving, Wireframing, Accessibility (WCAG), Usability Testing, Design Handoff.

Learning & Teaching: Higher Ed Teaching (Adjunct), Instructional Design, Curriculum Development, LMS, Scaffolding.

Writing & Workflow: Content Writing, Technical Documentation, Storytelling, AI Tools, CMS, Cross-Functional Collaboration.