



Michele Clemmens
SENIOR DIGITAL DESIGNER

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Senior Graphic & UI Designer with experience across brand, print, digital, and web design in both in-house and agency settings. Known for thoughtful visual systems, strong execution, and clear design thinking. Brings agency-level execution speed with an in-house mindset. Focused on clarity, consistency, and long-term brand ownership across digital and physical touchpoints.

CONTACT

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BRAND & DESIGN SYSTEMS

Visual identity development, scalable design solutions, typography and layout standards, cross-channel consistency.

UI & WEB DESIGN

Designing responsive, accessible web experiences and creating wireframes and mockups that clearly communicate layout and intent.

BUILD & FRONT-END IMPLEMENTATION

WordPress site build and customization (Bricks, Elementor, Gutenberg), responsive implementation, light HTML/CSS, web maintenance.

VISUAL COMMUNICATION & CLARITY

Translating complex ideas into clear and intuitive visual experiences that solve communication challenges and support sales and marketing goals.

SENIOR DESIGNER / POWERHOUSE DYNAMICS

02/24 - PRESENT

- Developed and owned the Open Kitchen brand from the ground up, including logo design, visual identity, and website design, serving as the sole designer on the brand.
- Designed and managed the Open Kitchen website redesign, establishing clear visual hierarchy and scalable page layouts in Figma and WordPress.
- Created UI mockups, diagrams, and interface visuals to communicate complex workflows including menu distribution, equipment monitoring, and reporting.
- Established and maintained Open Kitchen design standards to ensure consistency across product storytelling and customer-facing materials.
- Partnered with sales and product teams to create training and presentation assets used by brand reps and OEM partners.

FREELANCE DIGITAL DESIGNER / DAVID JAMES GROUP

09/23 - PRESENT

- Design user-centric interfaces for websites, landing pages, and email experiences across association and non-profit clients.
- Create and document interface designs in Figma, translating brand systems into clear, usable digital components.
- Implement and refine designs within WordPress (Gutenberg, Elementor, Bricks, UX Builder) ensuring responsive behavior and visual consistency.
- Troubleshoot layout, UI, and accessibility issues across live sites and email templates, resolving design and front-end inconsistencies.

DIGITAL & UI DESIGNER / FREEDOM PAY

09/22 - 11/23

- Designed high-volume social media and email graphics, producing static and animated assets used across brand and product communications.
- Created UI mockups and screen designs for digital payment device interfaces, collaborating with developers to refine user flows and visual standards.
- Developed a unified UI design standard used across multiple client payment implementations.
- Designed trade show creative, including booth graphics, signage, print collateral, and digital displays.
- Supported web and motion design needs within an in-house creative team.

GRAPHIC DESIGNER / BOUNTEOUS

01/22 - 08/22

- Designed UI mockups, visual concepts, and digital assets for national QSR and retail brands including Cheesecake Factory, QDOBA, Noodles & Company, Peet's Coffee, and Red Robin.
- Created polished visuals for web experiences, presentations, and internal case studies.
- Collaborated with cross-disciplinary teams in fast-paced agency environments.

VISUAL DESIGNER / FIVE BELOW

09/19 - 04/22

- Designed in-store signage, merchandising displays, and retail-facing visual assets for 1,200+ locations.
- Created seasonal guidebooks, visual toolkits, and packaging-adjacent graphics used by store teams nationwide.
- Supported large-scale production of print and digital assets while maintaining brand consistency across all deliverables.
- Interpreted merchandising and seasonal direction into actionable visual systems for store teams to execute consistently.

ART DIRECTOR / IMAGE360

07/14 - 09/19

- Served as the primary design lead on client projects, translating business goals into clear visual solutions and guiding design decisions from concept through execution.
- Led end-to-end design and production of B2B visual campaigns including environmental graphics, trade show displays, branded signage, and retail installations.
- Managed client relationships, creative direction, timelines, and production workflows.
- Trained and supervised junior designers while maintaining quality standards and efficient turnaround.

EDUCATION**UI/UX CERTIFICATE/ FRONT END DEVELOPMENT**

Career Foundry

BACHELOR OF ARTS/ GRAPHIC DESIGN

Rowan University, NJ

CREATIVE MARKETING MASTERCLASS & DIGITAL MARKETING CERTIFICATE

Association Academy