

Michelle Passe

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Experience

Instrument, Digital Designer

February 2023 - March 2024

Designed brand identities, product, motion, content, RFPs, case studies, and concepting. Client relationships included Epic Games, Shopify, and various tech start-ups.

Punchcut, Visual Design Intern

June 2022 - October 2022

Worked on visual and product designs including UI, UX, and illustration for companies such as Meta, Amazon, Samsung, Salesforce, and for AI and Enterprise platforms.

Makeway, Design Intern

June 2021 - September 2021

Accelerated the launch of Makeway's digital redesign. Collaborated on a cross-functional team for Aramark and tech clients' UI/UX. Finalized logos, a motion graphic series, and illustrations.

Ruderman Foundation, Design & Media Intern

June 2020 - May 2022

Oversaw archive and podcast re-branding, website design, and development. Created visuals for seven social media accounts and aided in a 208% increase in followers. Focused on leadership and accessibility.

RIT, Graphic Designer

January 2020 - August 2020

Developed branded marketing campaigns and strategic proposals influencing an audience of over 18,000 students.

Kaleidoscope ME, Visual Designer

December 2018 - June 2020

Established and implemented branding guidelines for this start-up platform. I led my team's pitch at the Draper Competition for Collegiate Women Entrepreneurs Finals.

Education

BFA in New Media Design

Rochester Institute of Technology 2022
Advertising and Public Relations Minor

Skills

Brand Identity, UI/UX, Visual Design, Product Design, Illustration, Motion Design, Experiential Design, 3D Design, Prototyping, User Research, Design Systems, CSS, HTML

Tools

Figma, Illustrator, Photoshop, After Effects, InDesign, Cinema 4D, Adobe XD

Leadership

2X Mode Fest Award 2023
New Media Executive Board
Content Creator 2018 - 2022
Design Mentor 2020 - 2024

Interests

Photography
AI
Oil Painting
Sustainability
Soccer