

Michelle Gavaldon

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SUMMARY

Senior digital designer specializing in email marketing and responsive design, driving impactful campaigns that boost engagement for B2C brands. Proven expertise in designing email campaigns, optimizing responsive web experiences, and ensuring cross-platform functionality. Recognized for producing high-quality creative assets that enhance customer interaction and improve production efficiency.

CORE SKILLS

- Email campaign design
- Responsive web design
- Cross-platform optimization
- Visual design expertise
- HTML and CSS proficiency
- Adobe Creative Suite
- User-centered design
- Brand consistency
- Brand development
- Marketing strategy integration
- Project coordination
- Problem solving
- Social media design
- WordPress

TECHNOLOGIES

- Adobe Creative Suite; Photoshop, Illustrator, InDesign, Dreamweaver, After Effects
- Figma, Lucid
- HTML, CSS (Email & Web Production)
- WordPress, Shopify, WooCommerce, Hybris
- Klaviyo, Salesforce Marketing Cloud, Mailchimp, Stensul, Constant Contact
- Midjourney, Canva AI, Potoroom, Claude, Gemini, ChatGPT

EXPERIENCE

Senior Digital Designer, Web, Email & eCommerce, Excelligence Learning Corporation, November 2014-Current
Remote - Monterey, CA

- Designed and produced conversion-focused email campaigns, enhancing customer engagement for B2C e-commerce brands.
- Translated campaign briefs into responsive, mobile-optimized designs aligned with brand standards.
- Optimized designs for cross-platform compatibility to ensure consistent performance.
- Built and maintained scalable email templates and design systems, streamlining production processes for efficiency.
- Collaborated with marketing content and development teams to deliver high-quality creative assets.
- Supported high-volume campaign production, ensuring timely delivery of creative assets for various B2C brands.

Freelance Graphic & Web Designer, Word of Mouth Productions, March 2003-Current
Remote - Pasadena, CA

- Partner with clients to translate business goals into effective visual solutions. Manage multiple projects simultaneously, delivering high-quality creative on tight deadlines while developing and maintaining websites on WordPress, Shopify, and custom HTML/CSS.
- Design diverse digital and print marketing assets, including websites, email campaigns, branding, and promotional materials to enhance client visibility.
- Manage multiple projects concurrently, ensuring high-quality creative output within tight deadlines.
- Develop and maintain websites using platforms such as WordPress, Shopify, and custom HTML/CSS.

Graphic & Web Designer, Digital Media, Dominion Dealer Solutions, September 2022-November 2025

Remote, VA

- Executed email marketing campaigns and designed digital assets for automotive B2C clients, enhancing customer engagement nationwide.
- Executed email marketing campaigns and digital assets for automotive B2C clients nationwide.
- Collaborated with Salesforce developers and engineering teams to streamline campaign builds and deployment, improving delivery efficiency.
- Collaborated with Salesforce developers and engineering teams to facilitate campaign builds and deployment.
- Ensured brand consistency and design quality across multiple client accounts and concurrent campaigns.
- Acted as a certified Stensul administrator, optimizing email production workflows and template systems for scalability.

EDUCATION AND TRAINING

Some College (No Degree)

Miracosta College, Oceanside CA

- Coursework and professional training in Graphic Design, Digital Design, UX/UI Design, and Front-End Web Development.