

IDA WOLDEMICHAEL | IDAWOLDEMICHAEL@GMAIL.COM | IDAWOLDEMICHAEL.COM

EDUCATION

MFA, Graphic Design | Maryland Institute College of Art (MICA) | Baltimore, MD | 2004–2006

BFA, Graphic Design | Virginia Tech | Blacksburg, VA | 2000–2004

PROFESSIONAL EXPERIENCE

Graphic Designer | June 2006–Present | Hirshorn Zuckerman Design Group | New York, NY and Rockville, MD
Design advertisements, annuals, apparel, brochures, cards, direct mail, eblasts, identity, landing pages, logos, mobile sites, packaging, posters, publications, and websites.

Successfully manage and coordinate graphic design projects from concept through completion, ranging from nonprofit to commercial and residential real estate clients.

Work in a fast paced environment with the ability to design individually and collectively, collaborate across departments, stay organized, work according to budget, and meet deadlines.

Art direct photo shoots including a photo shoot for a luxury apartment.

Press check print pieces including complex jobs combining multiple pages, 4 color, pms, and spot color.

Brought in a new client, a Washington DC government agency, resulting in new business worth \$70K.

Selected by company president as a team leader for HZ Color Wars, an interoffice design competition, in which I managed and motivated a team of 10 people.

Graphic Designer and Production Assistant | Nov 2004–May 2006 | Urbanite Magazine | Baltimore, MD

Collaborated with creative team to design layout for a magazine issued monthly and prepared files for printing.

Graphic Design Teaching Asst. | Fashion Graphics and Inter. Graphic Design | Spring 2006, Fall 2004 | MICA | Baltimore, MD

Graphic Design Instructor | Sept–Dec 2005 | College of Notre Dame | Baltimore, MD

Taught a digital page layout course in which students used Quark.

Assisted students develop as graphic designers through projects and critiques.

Graphic Designer | Sept 2003–May 2004 | Visual Design Studio 4, VDS4 | Blacksburg, VA

Designed identities, posters, and collaborated in design plan for new studio space.

Graphic Design Intern | June–Aug 2003 | Corcoran Gallery of Art | Washington, DC

Designed advertisements, exhibition graphics, postcards, posters, signboards, and view book.

Senior Designer | Sept 2002–May 2003 | Collegiate Times Newspaper | Virginia Tech

Graphic Design Intern | June–Aug 2002 | Wolf Trap Foundation for the Performing Arts | Vienna, VA

Created advertisements for The Washington Post, postcards, posters, mailers, and flyers to increase ticket sales.

COMPUTER SKILLS

Adobe Creative Suite (After Effects, Dreamweaver, Illustrator, InDesign, Photoshop), HTML, Macromedia Freehand, Microsoft Office, Quark XPress, Macintosh and PC Platform.

PUBLISHED WORK

L'Enfant Plaza logo featured | Logo Lounge | Master Library Series: Initials & Crests

Painting featured | The Washington City Paper

Student contributor | D.I.Y. Design It Yourself by Ellen Lupton

AWARDS

61st ADCMW (Art Directors Club of Metropolitan Washington) Annual Show | Erkiletian Take Away Package | 2010

AIGA Fifty Award | The Tenth Biennial AIGA Fifty Exhibition | Life with Lex Invitation Collateral | 2009

ADDY Citation of Excellence | Phipps Family Campaign Collateral Material | 2008

Dean's List | College of Architecture and Urban Studies | Fall 2003, Spring 2003, Spring 2004

Gold ADDY | Metropolis Editorial Cover and Spread | 2003, Leaf Landscape Architects Annual Report | 2002

Silver ADDY | Art & Art History Direct Mail | 2003, Splash Paint Co. Identity Package | 2001

EXHIBITS

D.I.Y. Design It Yourself Exhibition | Feb 2006

Graphic Design MFA Thesis Exhibition | Eri-tees: T-shirt line benefiting Eritrean artists | May 2006