

Michelle Balaban

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Experience

Nextiva New York, NY / Remote {May 2023 – July 2023}

Principal Designer

Drove the development and creative direction for the design toolkit as Nextiva evolved its brand and vision from a VoIP service to a SaaS solution. Worked closely with design leadership and the agency Focus Labs on crafting and refining the brand attributes, voice, mission, and visual identity.

Drift Boston, MA / Remote {July 2018 – May 2023}

Lead Marketing Designer {9 months, Sept. 2022 – May 2023}

Led creative direction and design of top-tier projects including the redesign of Drift's visual language, event identity, ABM campaigns, product launches, email strategy, digital ad campaigns, and podcast network. Created scalable design systems, brand guides, and communications to apply cross-channel for the larger design, video, copywriting, and brand team while also presenting to the marketing team.

Senior Marketing Designer {20 months, Jan. 2020 – Aug. 2022}

Concepted, designed, and art directed the Drift brand, Drift Insider, and the event programs for HYPERGROWTH and RevGrowth. Conceptualized and collaborated with an agency on the Drift rebrand creating a high contrast and scalable visual language to elevate the brand and company's values in less than 3 months in Fall 2020.

Marketing Designer {18 months, July, 2018 – Dec. 2019}

Extended the reach of Drift's authentic, human brand as the sole in-house designer — owned all design across marketing: print and web design, event collateral, content offers, podcast artwork, digital marketing campaigns, organic social media, swag, and more.

ownerIQ Boston, MA {Jan. 2015 – June 2018}

Graphic & Web Designer, Team Lead {19 months, Dec. 2016 – June 2018}

Created and defined all designs for ownerIQ's visual brand across multiple channels. Supervised and managed a team of up to 3 designers. Prototyped and wireframed the corporate website and data platform, CoEx; designed the UI/UX redesign of CoEx.

Graphic & Web Designer {11 months, Jan. 2016 – Nov. 2016}

Designed all marketing and sales collateral for ownerIQ's print and digital media presence, including: digital ad campaigns, event presence, email campaigns, and social media. Created and front-end development for ownerIQ's website and blog.

Graphic Design Co-op {1 year, Jan. – Dec. 2015}

Supported the design team on the in-house 2015 rebrand. Designed display ad campaigns and creative services for clients Sephora, Ninja Kitchen, Staples, and more.

IFC Network New York, NY {6 months, Jan. – June 2014}

Graphic Design Intern

Designed signage, e-blasts, programming materials, and guerilla marketing for the print/off-air dept. Assisted in the rebrand and contributed to the key art exploration for programming and IFC events.

Freelance Design {2013 – Present}

Design including brand identity, print and web design, deck design, content offers, swag, and more. Clients include CloseFactor, Podium, Birdeye, King, Northeastern University NEURONS, PMI NJ.

Education

Northeastern University Boston, MA

BFA in Graphic Design & Minor in Business

School of the Museum of Fine Arts Boston, MA

Dual Program with NEU

Swinburne University of Technology Australia

Study Abroad Semester

Fashion Institute of Technology New York, NY

Summer Live Pre-College Program

Skills

Tools

Figma, Aninix UI Animation, Photoshop, Illustrator, InDesign, Bridge, Premiere Pro, After Effects, Media Encoder, Dreamweaver, Sketch

Development

LottieFiles, GitHub, Wordpress, HTML/CSS, Word, PowerPoint, Keynote, Zeplin, Miro, Mailchimp, BeePro Email