# micaela brody

**[mɪ'keɪlə]**, graphic designer

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## freelance

**ArtifexAI** – *Leveraging LLMS to provide actionable insights*

Marketing collateral including pitch decks, case studies, and social media graphics,.

**Youturn Health** – *Mental health & addiction recovery program*

New brand: logo, color palette, typography standards, mood boards/style guide for photography and graphics for website.

**Aggregate Insights** – *Go-to-market consultant*

New website, one-pagers, social media posts, pitch decks and slide templates. Contracted for their clients on website design, pitch decks and slide templates, and sales playbooks.

**Social Finance** – *Nonprofit impact investing firm*

Projects include: in-depth white papers, books, and PDFs for digital distribution: *Social Impact Bonds: The Early Years*; *Challenging the Status Quo*; *Focusing on Results: How Nonprofits are Using Data to Improve Their Communities*.

**Other clients include:**

Phaser Solution, Harvard Business & Kennedy Schools, Ohel Children's Home and Family Services, Step Up International, Fusion Pharmaceuticals, Westport Learning Collective, Brat TV

## studio & in-house

**Monderer Design**

Freelance Senior Designer, May 2023–Present
Senior Designer, June 2019–May 2023
Designer, June 2018–June 2019

Created print, digital, and identity design solutions at boutique studio, including logos & branding, brochures, signage, event collateral, and websites. Worked on all projects from ideation stage to final deliverables. Developed small websites. Independently managed projects & client relationships as well as coordination with vendors and developers.

**Harvard Business School**

Graphic Designer, March 2016–June 2018
Junior Designer, October 2013–March 2016

Created print pieces such as brochures, posters, and books for departments across campus. Designed websites and worked with developers to bring them to life. Maintained a school-wide photography database. Independently managed small projects.

## what i can do

Fluent in Adobe Photoshop, Illustrator, and InDesign.

Fluent in social media and blogging sites (Facebook, YouTube, Tumblr, Twitter/X, Reddit, etc.).

Very comfortable with HTML and CSS. Comfortable and improving at front-end PHP/ Wordpress development, as well as Divi Visual Builder.

Proficient in Figma and Adobe After Effects.

Comfortable with Adobe XD. Familiar with Adobe Premiere.

Still pretty good at life drawing.

## where i learned

**Boston University**

College of Fine Arts, School of Visual Arts
BFA in Graphic Design, *cum laude*

## what i know

Je parle français, assez bien pour conversation. Și acum încerc să învăț și limba română.

I have a great sense of direction and I love mass transit systems, which has come in handy in the 20 cities (in 11 countries) I've visited abroad, as well as my travels to the cities and national parks of the U.S.

I read and watch a lot about cults and high-control groups, and catalogue it at my Cultwatch website.