



MICHAELA REIS

Design & Art Direction

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EXPERIENCE

Compass Associate Designer

New York, NY | 09.2021 - Present

- Collaborated with a team of designers to support 4,000+ top-producing East Coast real estate agents and their teams, create collateral for regional Compass offices, and build brands for multi-million dollar property developments.
- Engaged directly with high-touch clients to present creative solutions for visual brand identity systems, advertising/marketing campaigns, listing collateral, publications, and brand initiatives. Collaborated closely with all stakeholders to execute on feedback successfully for optimal customer satisfaction scores.
- Designed and delivered between 10-20 digital and print assets per week on tight deadlines while working with multiple vendors and production requirements.
- Worked with luxury clientele to create branding for properties in the \$20M range, executing custom design directions, including logo, color palette, marketing collateral, and swag items.
- Created four suites of eight-page inserts for Architectural Digest print editions distributed in New York, Chicago, SoCal, and NorCal. Built a supplemental digital campaign including over 260 individual assets that were distributed to featured agents for promotion across their channels.
- Designed spreads for The Needle, a curated Compass magazine with 55k copies distributed in the Wall Street Journal in Florida markets and 10k in the Tampa Bay Times.

Nomi Beauty Design Intern

New York, NY | 04.2020 - 06.2020

- Worked directly with the CEO to design and plan social media content and campaigns across multiple platforms to over 10k followers.
- Analyzed data from social media to ideate campaigns that increased ROI.
- Collaborated with team and partner companies, Estee Lauder as well as Bumble and Bumble, to create documents and packaging systems.
- Implemented brand guidelines to design a multi-document onboarding experience that included multi-page documents and presentations.

United Nations Exhibit Designer

Syracuse, NY | 2019

- Designed an exhibition for the 2020 United Nations World Expo.
- Worked with communications designers, interior designers, and museum students to honor 75 years of the UN and their Sustainable Development goals.

EDUCATION

Syracuse University

Syracuse, NY | 08.2017 - 05.2021

BFA in Communications Design
College of Visual & Performing Arts
School of Design

SKILLS

Creative

Problem solving, Branding, Ideation, Packaging, Illustration, Social media

Software

Adobe Creative Cloud

Miscellaneous

Beginner Level Portuguese
Red Cross CPR Certified

ORGANIZATIONS

AIGA Syracuse University

Attended events, workshops, and meetings to connect and enhance my design skills with fellow communications designers. Connected with Syracuse University alumni and other AIGA members to foster community outreach.

Delta Delta Delta Syracuse University

Member of the merchandise and design board. Collaborated to design and create apparel and merchandise for the PR team. Participated in numerous philanthropy events for St. Jude.