



## Education

Graduate of the Graphic Design program at Algonquin College.

## Experience

### Graphic and Web Design Specialist - eBillme, 2007–2011

#### Branding

- Responsible for design, development and implementation of eBillme's brand across all platforms.
- Lead the implementation of eBillme products and monitored brand consistency and quality.
- Designed and maintained eBillme's websites, blog, and social media pages.

#### eCommerce

- Designed eBillme's online shopping site, which aggregates products from 800 eCommerce merchants such as Sears, Buy.com, Kmart, and TigerDirect.
- Responsible for the design and implementation of eBillme's Gift Card Mall site and checkout. The Gift Card Mall includes cards from over 60 top online brands such as Amazon.com, Dell, Zappos, The Home Depot, American Eagle, etc...  
**Results:** Gift Card site made over \$2M in sales in less than one year, a 6% cart conversion rate (compared to industry 3%) and 80% repeat order rate (compared to 37%).
- Created all email campaigns targeted towards our consumers as well as campaigns with key partners such as Suntrust Bank, Autotrader and Magazineline.

#### Usability

- Responsible for user experience on eBillme's site and through eBillme's checkout.
- Monitored user feedback through customer support inquiries, to adjusted the site and checkout accordingly.
- Studied usability tests with pre-launch products, and implemented changes as needed.
- Co-ordinated product launch with R&D team and ensured brand and usability compliance throughout the development process.

#### Promotional

Created all promotional artwork for eBillme's campaigns, some examples include:

- Artwork for affiliate networks sites such as Slick Deals and FatWallet.
- Bank Insert campaigns with banks including Bank of America, and HSBC; over 4 Million circulation.

#### Social Media

- Maintained eBillme's look and feel on our Facebook, Twitter and YouTube pages.
- Designed and implemented the much acclaimed Shop and Confess contests, featured by media outlets such as CBS, CTV Ottawa and MarketingSherpa.
- Designed the Viral marketing application "Scratch and Save" as well as the eBillme "Tell a Friend" application.





michelle lindsay  
613.422.3541  
michelle@iamagraphicdesigner.com

## Self Employed Freelance Graphic Designer, 2003–Present

### Some of my client list include:

Impakt Protective	iSolara Solar Power	Broadview Networks
Edgewater Wireless	PrintPatrol	Printfleet
Drytech International	FLUX Lighting inc	PurContents
BBQing.com	Cupcake Kindness	Thornccliffe Retirement Home



## In-Studio Freelancer, 2006–2007

### McMillan's In-House Freelance Designer

When the designers at McMillan got over-loaded I was called in to help out with the heavy workload. From web and interactive projects to print projects I was there to fill in the blanks and get the job done.

### 76 Design's in-house Freelance Designer

Throughout 76 Design's busy months I was called in to help out wherever possible. I worked on print production, layout, design, collaborative projects, and presentations for company's such as Med Effect Canada, Infrastructure Canada, Canadian Neuropathy Association, and United Nations Association of Canada.

## Qualifications

I've been trained in depth on a Macintosh platform, though I am comfortable on PC platforms as well. I have 6+ years experience with Adobe Photoshop, Illustrator, InDesign, Dreamweaver and Flash. I also have extended experience with the CMS, Expression Engine and am familiar with Wordpress.

## References

### Samer Forzley

VP of Marketing, eBillme  
613.884.6119  
samer.forzley@eBillme.com

### JP Burdett

Product Marketing Manager, eBillme  
613.294.8942  
JP@firepointmarketing.com

### Matt Massey

CEO, Drive-2 Marketing  
613.797.9628  
matt@drive-2.com