

To Joan

City of Lincoln Appointment Application

PERSONAL INFORMATION

Application Date: 3/5/2010
Salutation: Ms. **Applicant Name:** Tilley, Michele
Legal Residence: 435 S. Cotner Blvd. **City/State/ZipCode:** Lincoln, NE 68510
Residence Telephone: (402) 430-0584 **Business Telephone:** (402) 430-0584
Applicant Occupation: Graphic Artist **Employer:** Chocolate Cake Communication
E-mail Address: mtalley@neb.rr.com
Affirmative Action Information: Sex: Female **Racial/Ethnic Background:** Caucasian/White

EDUCATION

1995 - MA, Museum Studies, minor in Mass Communications
University of Nebraska - Lincoln, Lincoln, NE

1990 - Post-Bacc candidate, emphasis in painting
Art Institute of Chicago, Chicago, IL

1989 - BFA, Painting, minors in Art History, Russian, English
University of Nebraska-Lincoln, Lincoln, NE

1989 - The Russian School - summer program
Norwich University, Northfield, VT

PRESENT OR PREVIOUS COMMUNITY/VOLUNTEER ACTIVITIES

Co-chair for Rotary Auction, 2010
Co-chair of Marketing for Rotary 14 Auction Committee
2008, 2009
MEDICI Board Marketing Chair, 2009
Docent at the Sheldon Art Museum, 2006-present
Past board member of Lincoln Community Playhouse
Past board member of Haydon Art Center
2008 Judge for Lincoln Arts Festival
2007, 2009 Judge for Lincoln Arts Council grants
Co-creator of bike for Tour de Lincoln public art project
2000 Guest speaker at UN-L for Graphics department
Active artist

EMPLOYMENT

2005 - present
Owner, Chocolate Cake Communication Design, Lincoln, NE

We work with local/national companies and organizations in direct mail, visual branding, web development, signage, promotional materials and advertising. This also includes logos, business cards, letterhead and envelopes, ads, inserts, newsletters, annual reports, brochures, websites, books, posters, billboards, and any other marketing materials.

2007
Adjunct Teacher, Southeast Community College, Lincoln, NE

Led courses on print production and typography for the Visual Arts department.

1999-2006

Manager of Graphics and Design, The National Arbor Day Foundation, Lincoln, NE

Created and implemented designs primarily for print, including brochures, newsletters, direct mail packages, magazine ads, newspaper ads, logos, point-of-purchase displays, posters, signage, trade show materials, exhibit design, etc. Created animation for the website and designed a font to represent Arbor Day Farm. Supervised two employees on my creative team, proposed and monitored annual budgets and training for the department. Orchestrated and worked closely with multiple departments, freelance writers, illustrators, photographers, designers, project managers and outside vendors to ensure timely and quality product.

1999

Graphic Artist/Designer, Senior Technologies, Lincoln, NE

Created and implemented illustrations, brochures, technical manuals as well as some animation for the web and video.

1995 - 1998

Graphic Artist, Walsworth Publishing, Brookfield, MO

Designed books and yearbooks, including covers and internal pages. Led Creativity Workshops throughout the United States and Zurich, Switzerland. Worked extensively with customers and customer representatives, as well as ensuring quality by monitoring the books' progress through the print process

Board(s) Requested

Urban Design Committee