



MICHELLE L. BURKE

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ABOUT ME

I'm a Senior Graphic Designer with extensive experience as an outside freelance graphic design resource for a variety of corporations and agencies. I specialize in assisting my clients with print, Powerpoint and tradeshow/event design projects. I'm detail-oriented with outstanding multitasking abilities. Excellent with rapid concept development and execution, project management and production, and extremely proficient with industry-standard design tools.

EXPERIENCE

Principal Designer | Owner :: Mad Dog Design Inc. 1997 - Present

Manages day-to-day creative and production for a full-service design firm creating innovative marketing materials that deliver direct and complete messaging. Handles all aspects of projects - from concept through print production and web implementation. Projects include development of corporate identity systems & collateral, direct mail pieces, websites, email blasts, web banners, Powerpoint decks, tradeshow booths/murals and event graphics.

90% of projects come in on, or under, budget.

- ♦ Work directly with all clients, ensuring messaging is appropriate and consistent across scope of project.
- ♦ Follow brand standards for a variety companies, including Alteryx, Carrier iQ, DINGS Motion USA, Golden State Activewear, Kargo Master, Netgear, and Symantec.
- ♦ Manage all aspects of project concepts and design, print/web production, project management and budget.
- ♦ Coordinate with creative directors, copywriters, production managers and clients.
- ♦ Balance multiple projects while simultaneously meeting tight deadlines.
- ♦ Supervise external freelancers and vendors.

Freelance Art Director :: Elliott | Dickens Advertising 1996 - 1997

Conceptualized, designed and produced various advertising, collateral, product brochures and packaging projects for a variety of high-tech clients, including Global Village, Hewlett Packard and ViaSoft.

SKILLS

INDESIGN CC

ILLUSTRATOR CC

PHOTOSHOP CC

DREAMWEAVER CC

ACROBAT

MS POWERPOINT

MS WORD/EXCEL

EDUCATION

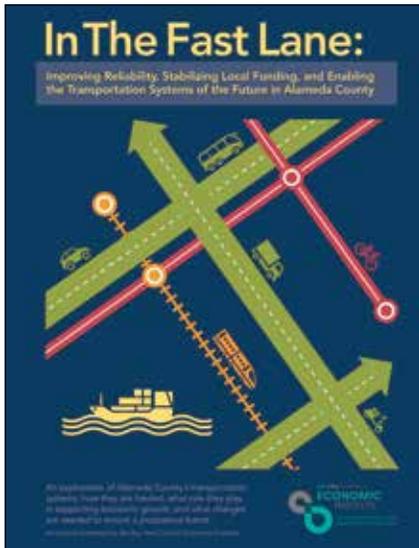
BFA in Graphic Design

Massachusetts College of Art
Boston, MA



Report

CLIENT: BAY AREA COUNCIL ECONOMIC INSTITUTE



In The Fast Lane
Improving Reliability, Stabilizing Local Funding, and Enabling the Transportation Systems of the Future in Alameda County

Alameda County, the Hub of Bay Area Commute Flows

- 20% of Bay Area commuters live in Alameda County
- 34% of Bay Area commuters work in Alameda County
- 37% of Bay Area commuters travel through Alameda County
- 53% of Alameda County commuters live in the Bay Area

Strengthening Economic Competitiveness

- Support for Economic Growth
- Support for Local Businesses
- Support for Local Residents
- Support for Local Schools
- Support for Local Healthcare
- Support for Local Transportation

Expanding Goods Movement

- 90% of goods movement in the Bay Area is by truck
- 99% of goods movement in the Bay Area is by road

Global Drivers of Change

- Population Growth
- Globalization
- Technology
- Climate Change
- Energy
- Infrastructure

Alameda County: A Critical Hub for the Movement of Goods and People in the Bay Area

Alameda County, the Hub of Bay Area

Approximately 32 percent of Bay Area workers travel to, from, or past through Alameda County each day on their way to work.

The Sources of Transportation Funding in Alameda County

Federal Transportation Funding

The Alameda County 2014 Transportation Expenditure Plan

Appendix A: Works Cited

Various Postcard Design

CLIENT: CULTIVATION EFFICIENCY SYSTEMS



Tradeshow After-Party Invitation



669.221.1831
(Toll-free)

 Cultivation Efficiency Systems

Your competitive advantage

- ENGINEERING SERVICES**
Mechanical, Plumbing & CO2
- FACILITY DESIGN**
Consultation & Work Flow Programming
- SALES**
Highly Specialized, Custom HVAC Equipment
- CONTROLS**
Centralized Systems Integration & Automation
- POWER GENERATION**
CoGeneration, Solar, Fuel Cells & Storage
- ENERGY EFFICIENCY**
HVAC Optimization
- WATER CONSERVATION**

CultivationEfficiency.com
info@cultivationefficiency.com

Tradeshow Handout

 Cultivation Efficiency Systems

ENGINEERING SERVICES
Our engineering team only focus is cannabis developments and specializes in process mechanical equipment. We design the production around the process mechanical equipment for optimized cooling, heating, dehumidification, air distribution, CO2 delivery, and plumbing engineering for efficiency and repeatable results.

FACILITY DESIGN
Our consultation team has decades of experience in the cannabis industry and has a deep understanding of the cultivation and extraction equipment, operating procedures, systems integration, warranties, and permitted installation.

SALES
Our core focus is providing the cannabis industry with the ultimate solution for **precision climate control and consistency**. The standard HVAC equipment is not sufficient for a mature market, so we are dedicated to delivering specialized process mechanical equipment in a complete system so our clients have **dependable results and scalability**.

CONTROLS
Our approach is to control the facility from a centralized, on-site location and remotely around the world. Integrate lighting, HVAC, CO2 enrichment and emergency compliance, exhaust and purge systems, fertigation dosing and delivery, extraction equipment, and any ancillary component. Run reports, trend logs, and analytics in efforts to **refine the production and automation** by removing the human element for repeatable results.

POWER GENERATION
Our engineering team has worked extensively to create a hybrid solution for HVAC and on-site power generation in efforts to build sustainable business models and reduce operational expenses.
Create your own competitive advantage and contact CES today for your development.

ENERGY EFFICIENCY
Our system **does not require supplemental dehumidifiers**. This equates to a more energy efficiency system, reduced structural load, reduced high voltage electrical disconnects, and an increase in water removal from the cultivation rooms. Digital scroll compressors and blower motors modulate with demand and extends the life of the compressors while optimizing the operational expenses. The system operates with heat recovery and reclaim so the heat generated from the compressors is utilized in the reheat process and used to heat ancillary spaces in the winter.

WATER CONSERVATION
Our system **reclaims up to 60% of your daily irrigation volume** to reduce the total domestic cold water being treated in reverse osmosis. All reclaim water is sterilize with UV, stored, and treated through UV and filtration prior to fertigation delivery.

CultivationEfficiency.com
info@cultivationefficiency.com | 669.221.1831

Infographics

CLIENT: NETGEAR

NETGEAR

Demand for wireless coverage across multiple locations creates challenges for small to mid-sized businesses

Cloud-based solutions increase the ease and efficiency of managing, monitoring, and supporting distributed WiFi networks

89% of IT decision makers say providing ubiquitous internet access is important to end users. On average, 7 wireless connected locations are under management.

69% of IT decision makers are currently using or interested in learning more about cloud to monitor and manage their wireless access points

8 in 10 IT decision makers for WLAN management
Increased reliability / Improved delivery of IT service configuration changes / Cost reduction vs. standard

Top challenges cloud helps overcome:

- 76%** Limited IT staff
- 76%** Capital budgets constrained

When selecting a cloud-based wireless solution, IT managers overwhelmingly agree the most important factors to consider are:

- 91%** Ease of Use
- 90%** Setup Ease

NETGEAR Business Central Wireless Manager leverages the Software-as-a-Service (SaaS) infrastructure to provide centralized control and comprehensive monitoring of all wireless access points and clients directly from the cloud. With an intuitive user interface and a comprehensive dashboard, Business Central Wireless Manager is the optimum tool for wireless management for small to large enterprises, managed service providers, and retail shops with single to multiple branch locations. For more information, visit wireless.netgear.com

BUSINESS CENTRAL

80% or more IT decision makers indicate that are important WLAN management factors are:

1. Robust wireless coverage
2. Secured wireless network
3. Minimal IT staff
4. Centralize wireless management
5. Simplified configuration
6. Intuitive UI
7. Automated updates
8. Encrypted wireless traffic

NETGEAR

Increasing network demands are driving the migration to 10-Gigabit switching as small- to mid-sized organizations strive to stay ahead of performance bottlenecks

Affordable 10GbE copper solutions address the exponential internet traffic growth generated by the Internet of Things (IoT), more data production and consumption, and cloud based services.

100% of SMBs with 1-499 employees surveyed, foresee the need for to deploy 10-Gigabit switching to be present in their network, either now, or in the future. No-one wants to be left behind.

33% of SMB networks currently have 10-Gigabit switching

75% of SMB networks plan to deploy 10-Gigabit switching by the end of 2017.

The proportion of 10-Gigabit ports in SMBs is set to rise.

34% Currently, **42%** By the end of 2017

1 in 3 SMBs have greater than 30% network today, whereas **nearly 2 in 3** plan to reach 30% penetration by the end of 2017

10-Gigabit switching is very much alive outside the datacenter/core of the network.

42% plan to use 10-Gigabit switching in **workgroup settings**, compared to only 15% use for aggregation.

High Speed Switching Solutions for Everyone
Previously thought to be affordable and applicable only to the enterprise space, small- to medium-sized organizations can now take advantage of cost-effective 10-Gigabit Ethernet switching solutions to support high-speed networking requirements. Find out more at www.netgear.com/10gigabit.

4 in 10 SMBs are migrating to 10-Gigabit switching solutions in anticipation of increasing network performance bottlenecks.

Social Media Infographics

CLIENT: SYMANTEC

Myth: It's easy to tell if a site is fake – typos or foreign characters are key indications.



Protecting the Stuff that Matters.™ 

Myth: I'll know right away if my computer is infected.



Protecting the Stuff that Matters.™ 

Myth: Free antivirus software on my computer is good enough to protect my information.



Protecting the Stuff that Matters.™ 

Myth: I can't get a virus or be attacked on popular social networking sites.



Protecting the Stuff that Matters.™ 

Myth: My computer won't get infected since I don't visit risky sites.



Protecting the Stuff that Matters.™ 

Myth: Viruses and other malicious software ("malware") only affect computers and laptops.



Protecting the Stuff that Matters.™ 

Myth: Apple products aren't susceptible to viruses and online attacks.



Protecting the Stuff that Matters.™ 

Various Web Banners

CLIENT: ALTERYX

alteryx

Your Desk Is Not A Lunch Table

Spend Less Time Prepping and Analyzing Data and More Time on Life.

[Try Alteryx](#)

alteryx

Kick start your day with *coffee* and self-service data analytics!

All on us.

[Try it Now](#)

alteryx
Event Series

Analytics for Finance: Best Practices in FCC Filings

JANUARY 25, 2017 | SAN FRANCISCO, CA

alteryx

No More Late Nights

Faster Results with Self-Service Data Analytics

[Try it Now](#)

alteryx

The Definitive Guide to Data Blending

Self-service analytics starts with blending all relevant data

[Download Now](#)

Various eBlasts

CLIENT: GOLDENSTATE ACTIVEWEAR

GOLDEN STATE ACTIVEWEAR
Incredible Style. GREAT SAVINGS.



California Roots

Celebration of **COLOR** **SHOP** NEXT LEVEL APPAREL FESTIVAL COLLECTION

NL **NEXT LEVEL APPAREL.**



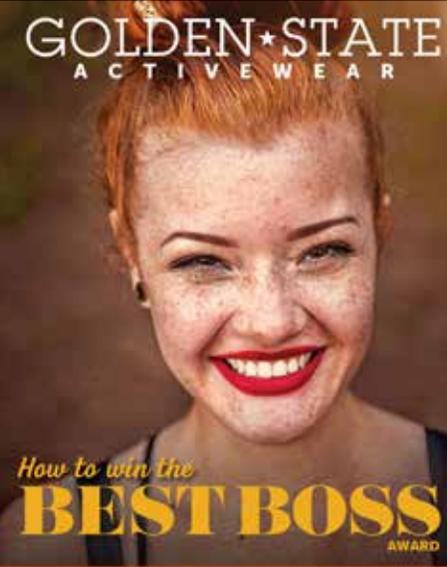
Neutrals are **TRENDING**
SHOP CUSTOM COLOR BLEND FABRIC



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GOLDEN STATE ACTIVEWEAR



How to win the **BEST BOSS** AWARD

High employee turnover can wreak havoc on your decaying business or distributorship. No matter how busy you are, prioritize recruitment efforts and training, appreciation programs, benefits packages and systems that build a positive company culture, so employees will want to stay and help your business thrive.

Here are 9 powerful tips for eliminating employee turnover —and building the happiest, most productive team possible.

Find this helpful?
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3001CVC
NEW HEATHER SUNSET & HEATHER ORCHID 4X COLORS 1 X S-3XL

2019 ROADSHOW CALENDAR PORTLAND, OR AST 1/22/2019 SACRAMENTO, CA AST 1/23/2019 SAN FRANCISCO, CA AST 1/24/2019

WWW.GSACTIVEWEAR.COM
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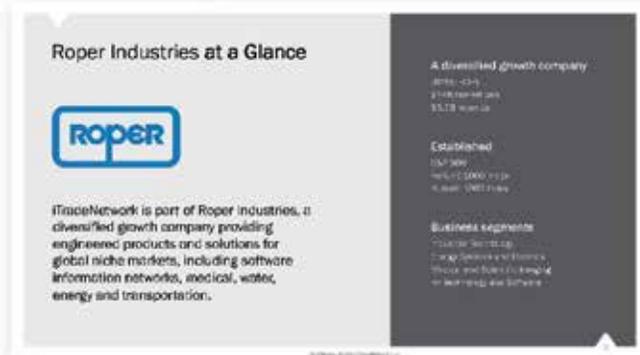
Event Logo/Powerpoint Template

CLIENT: ALTERYX



Powerpoint Template

CLIENT: ITRADE NETWORK



Tradeshow Mural/Graphics

CLIENT: ALTERYX

