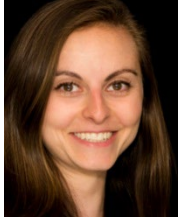


## MICHELLE SELMEN

### Senior Communications Specialist



Born and raised in Mexico City, with a Masters degree in Visual Communication from Brussels, Belgium, and currently based in Amsterdam - Michelle is a creative individual with 10+ years of international work experience in graphic design and communications including web, email marketing, social media, online and offline advertising, and other lead generating strategies.

Michelle joined the Lord team in 2014 and since then she has contributed to a variety of projects ranging from exhibition design to planning assignments, such as cultural and strategic plans.

She oversees the design, production and quality of proposals, project reports, presentations, online communications, and marketing material. Michelle's talent for visual communication allows her to produce meaningful designs that are both beautiful and functional. She also has excellent time management skills allowing her to work in a fast-paced environment and manage multiple projects simultaneously.

#### Selected Projects:

- City of Kingston, Art and Culture Master Plan, 2021
- The Historic New Orleans Collection, Strategic Plan, 2020
- The Ajax Public Library, Makerspace, 2020
- Canada's Diversity Gardens, Exhibition Graphics, 2018-2021
- University of Michigan, Exhibition Graphics, 2018-2019
- Boreal Centre for Bird Conservation, Exhibition Graphics, 2018
- Van Andel Institute, Experience Strategy brochure, 2018
- Museu Nacional D'Art de Catalunya, Strategic Plan, 2018
- Dallas Cultural Plan, Graphic Design, 2018
- Sisters in Liberty, Fundraising brochure, 2018
- Money Museum, Central Bank of Trinidad and Tobago, Exhibition Graphics, 2017
- National Holocaust Monument, Ottawa, Exhibition Graphics, 2016-17
- National Museum of Intelligence and Special Operations, OSS, Fundraising Brochure, 2016
- Segal Centre for Performing Arts, Strategic Plan Design, 2016
- Greater Louisville, Master Plan for the Arts, Website, promotional material and report design, 2016-17
- University of Waterloo Institute of Quantum Computing, Exhibition Graphics, 2016
- New Mexico Museum of Art, Strategic Plan Booklet, 2014