MICHELLE STEIDLE



GRAPHIC DESIGNER • BRAND BUILDER • VISUAL THINKER • DESIGN TO CODE

[portfolio URL] · michellegrahamsteidle@gmail.com · linkedin.com/in/michellesteidle
San Diego, CA

FIGMA → CODE
CASE-STUDY PAGE DESIGNED + LAUNCHED
Part of a broader website relaunch

430+
RESTAURANT DIRECT-ORDER CARDS
Designed + managed end-to-end

24 → 7
BRAND PALETTE SIMPLIFIED
Built into a practical brand system

EXPERIENCE

Graphic Designer · Chowly
Jan 2024 – Jul 2026

Restaurant SaaS · Contract → full-time

Sole dedicated graphic designer on the Marketing team throughout my tenure, owning day-to-day brand and marketing design across web, campaigns, social, sales, events, and customer programs. Worked closely with Marketing, Customer Success, Engineering, agencies, and customers.

- **Refined Chowly's brand system**, simplifying the palette from 24 to 7 colors, creating the 2026 Brand Guide, and a QA'd 66-file logo library for teams, vendors and agencies.
- **Helped redesign and relaunch Chowly's marketing site**, designing responsive pages and product heroes in Figma, moving components onto design tokens, writing the Designer Guide, and shipping select live updates.
- **Built a reusable customer case-study system** and took its first page from Figma to live code with Claude Code, Git, and GitHub.
- **Designed 430+ restaurant direct-order cards** for 280+ brands and built the master template, tracking, reorder history, and production workflow behind the program.
- **Took the 2026 Texas Restaurant Show from design through production**: visual system, vendors, shipping, exhibitor forms, logistics and a reusable playbook.

Freelance Graphic Designer · Independent
Jun 2022 – Apr 2026

Created brand identities, web and social creative, custom illustrations and GIFs, brochures, and digital marketing assets for independent clients.

Contractor → Graphic Designer · Valcre · Real-estate SaaS
Feb – Sep 2023

Built a consistent visual presence across advertising, social, web, sales decks, and marketing collateral; also produced branded merchandise.

Graphic Design Contractor · ConductorOne · Security SaaS
Sep 2022 – Feb 2023

Created marketing design across social, presentations, trade-show materials, illustrations, and animated assets.

Branding Account Specialist · Jack Nadel International
2021 – 2022

Custom branded merch and new-hire kits for clients like KIA and Dexcom.

Brand Account Manager · Industry Threadworks
2021

Apparel design to fulfillment, including logo placement.

EARLIER · FASHION + MERCHANDISING Quay Australia · Taylor Stitch 2017 – 2020

PROFILE

Graphic designer with SaaS experience across brand, web, campaigns, events, and customer-facing creative. I combine strong visual design with the systems and workflows that help brands stay consistent as teams grow.

TOOLS

Illustrator · InDesign · Photoshop · Figma
Claude Code · Canva · GitHub · AI Tools

SKILLS

Brand identity + systems
Web + responsive design
Marketing + campaign design
Presentation + sales enablement
Print, events + merchandise
AI-assisted visual creation + art direction

EDUCATION

B.A. Art History + Art Management
University of San Francisco

A.A. Merchandise Product Development
FIDM

VIEW PORTFOLIO →

SCAN TO SEE THE FULL CASE STUDIES