

Michelle Schott excels at transforming complex ideas into engaging visual stories, leveraging her vast design and business software expertise. Known for her integrity, strong work ethic, and forward-thinking approach to creative challenges, she was an integral part of the Creative Services design team at Age of Learning, Inc., where her leadership and organizational skills were pivotal in defining the company's visual identity and accomplishing its branding and marketing goals. During her tenure, she was instrumental in producing over 25,000 high-quality deliverables, founding the Brand Marketing and Creative Services departments, and working closely with executive leadership on product prototyping, marketing campaigns, event planning, and other innovative solutions.

MichelleSchott.com
Studio.Schott@gmail.com
 Michelle Schott

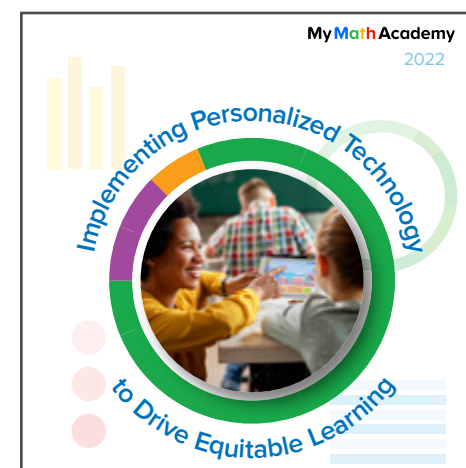


Portfolio Contents



Brand Identity

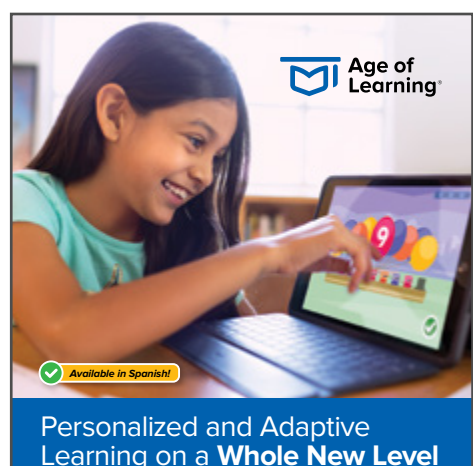
- [Training Videos](#)
- [Style Guides](#)
- [Color Schemes](#)
- [Asset Management](#)
- [Business Templates](#)
- [Custom Fonts](#)



Corporate Design and Communication

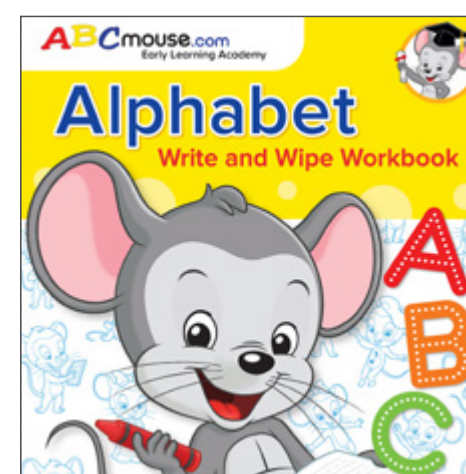


Album Art



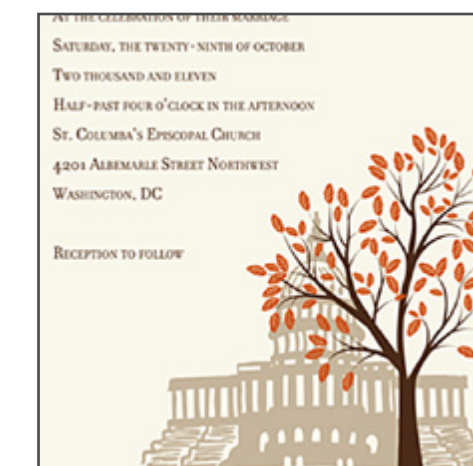
Brand Cohesion/ B2E Design

- [Backdrops and Environments](#)
- [Merchandise/Swag](#)
- [Signage/Wayfinding](#)
- [Presentations](#)
- [Print Collateral](#)
- [EdWeek Marketing Campaign](#)



B2C Graphic Design

- [Merchandise Licensing](#)
- [Story Books](#)
- [Additional Hard and Soft Goods](#)
- [Retail Prototypes](#)
- [Marketing Collateral](#)
- [Social Media Assets](#)



Wedding Stationery

As the **Graphic Design Director** of Creative Services it was my responsibility to set the standard for department processes, software, and best practices, as well as maintaining a comprehensive library of digital assets for use by all employees and outside vendors.

I personally drafted our department's style and best practice guides for software use, design techniques, and remote work protocols for our high volume department, while also advising on and contributing to the successful implementation of our brand resources center, the curation of our asset libraries, and the development of on-boarding training materials for various tiers of employees.

One example is this video, [Watch Your Language](#), for which I provided static layouts and art direction in collaboration with our Editorial Director and Studio Animator. Infusing learning with whimsy never hurts.



To view video in your browser, please [click here](#).

Michelle Schott

Brand Identity: Training, Guidelines, Standards, Resources

MichelleSchott.com

Studio.Schott@gmail.com

[in](#) [Michelle Schott](#)

The **Brand Resources Center** provided all employees, contractors, and vendors a reference for brand style and application to insure all messaging and design adhered to the cohesive brand identity.

- Collaborated on brand identity, corporate guidelines and standards, and company-wide training materials
- Developed assets and tools for brand standardization across all arms of business, including **product-specific PowerPoint templates** and **proprietary fonts**
- Established and maintained libraries of brand and product portfolio assets

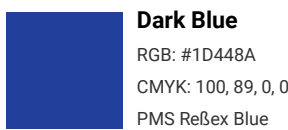
Brand Characteristics and Standards



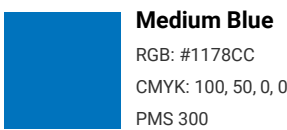
- ✓ Rated G content and humor
- ✓ Funny, but no fart jokes
- ✓ Age-appropriate language
- ✓ Take an educational approach
- ✓ Show characters in modest clothing
- ✓ Use standard English
- ✓ Clean, consistent design
- ✓ Check our work for accuracy
- ✓ Promote diversity, equity, and inclusion



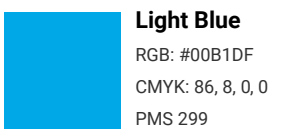
- ✗ Rated PG or R content and humor
- ✗ Show weapons or violence
- ✗ Show characters smoking or drinking
- ✗ Make references to dark or scary things
- ✗ Show characters in skimpy clothing
- ✗ Show meanness or bullying
- ✗ Use sarcasm, or curse words
- ✗ Show other company branding without approval
- ✗ Create "DIY" assets
- ✗ Promote religious ideologies



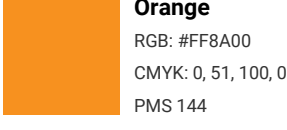
Dark Blue
RGB: #1D448A
CMYK: 100, 89, 0, 0
PMS ReFlex Blue



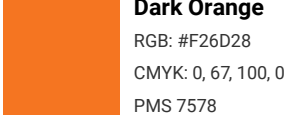
Medium Blue
RGB: #0081DF
CMYK: 100, 50, 0, 0
PMS 300



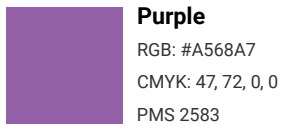
Light Blue
RGB: #00B0F0
CMYK: 86, 8, 0, 0
PMS 299



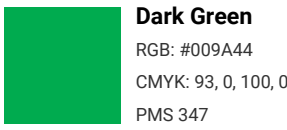
Orange
RGB: #FF8A00
CMYK: 0, 51, 100, 0
PMS 144



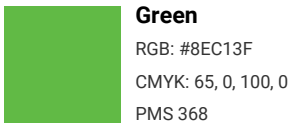
Dark Orange
RGB: #F26D28
CMYK: 0, 67, 100, 0
PMS 7578



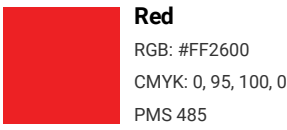
Purple
RGB: #A568A7
CMYK: 47, 72, 0, 0
PMS 2583



Dark Green
RGB: #009A44
CMYK: 93, 0, 100, 0
PMS 347



Green
RGB: #8EC13F
CMYK: 65, 0, 100, 0
PMS 368



Red
RGB: #FF2600
CMYK: 0, 95, 100, 0
PMS 485



Age of Learning®

BRAND RESOURCES



Age of Learning
Brand Guidelines



Icons



Age of
Learning®

Logos



Color Palette



Lifestyle Images:
All Products



Design Elements



Age of
Learning®

ABCmouse

ADVENTURE
ACADEMY™

MyMathAcademy®

MyReadingAcademy™

AofL Sans

ABCmouse Print

ABCmouse Sans

ABCmouse Cursive

custom designed proprietary fonts

ABCmouse

ADVENTURE
ACADEMY™

MyMathAcademy®

MyReadingAcademy™

ReadingIQ

ABCmouse
English



product-specific PowerPoint templates



Powerpoint Templates

Your Name | Title, Department

Age of Learning, Inc.
101 N. Brand Blvd., 8th Floor
Glendale CA 91203
818.246.2223 | m: #####

www.AgeofLearning.com

Age of Learning®

Email Signatures



Letterhead Templates



Age of Learning Leadership Forum Experience and Marketing Campaign Design

As the **Graphic Design Director** of Creative Services, my responsibilities included balancing priorities, goals, and project schedules in close coordination with the project managers while directing and monitoring the work of other designers. One project of note was The Age of Learning Leadership Forum, a multi-day collaborative learning and professional development experience tailored for education decision-makers which resulted in \$3M in new account revenue.

Michelle Schott

Brand Cohesion/B2E Design: Age of Learning Leadership Forum **Environment**

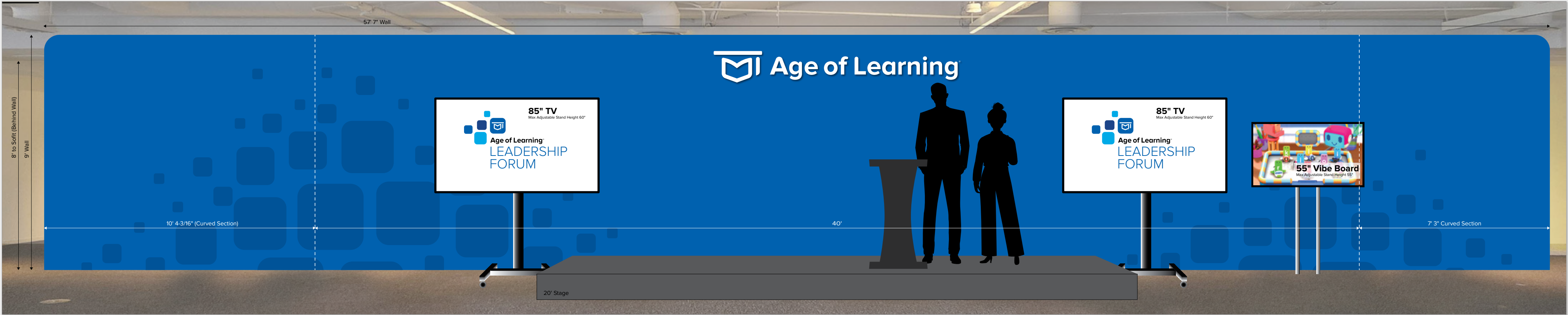
MichelleSchott.com

Studio.Schott@gmail.com

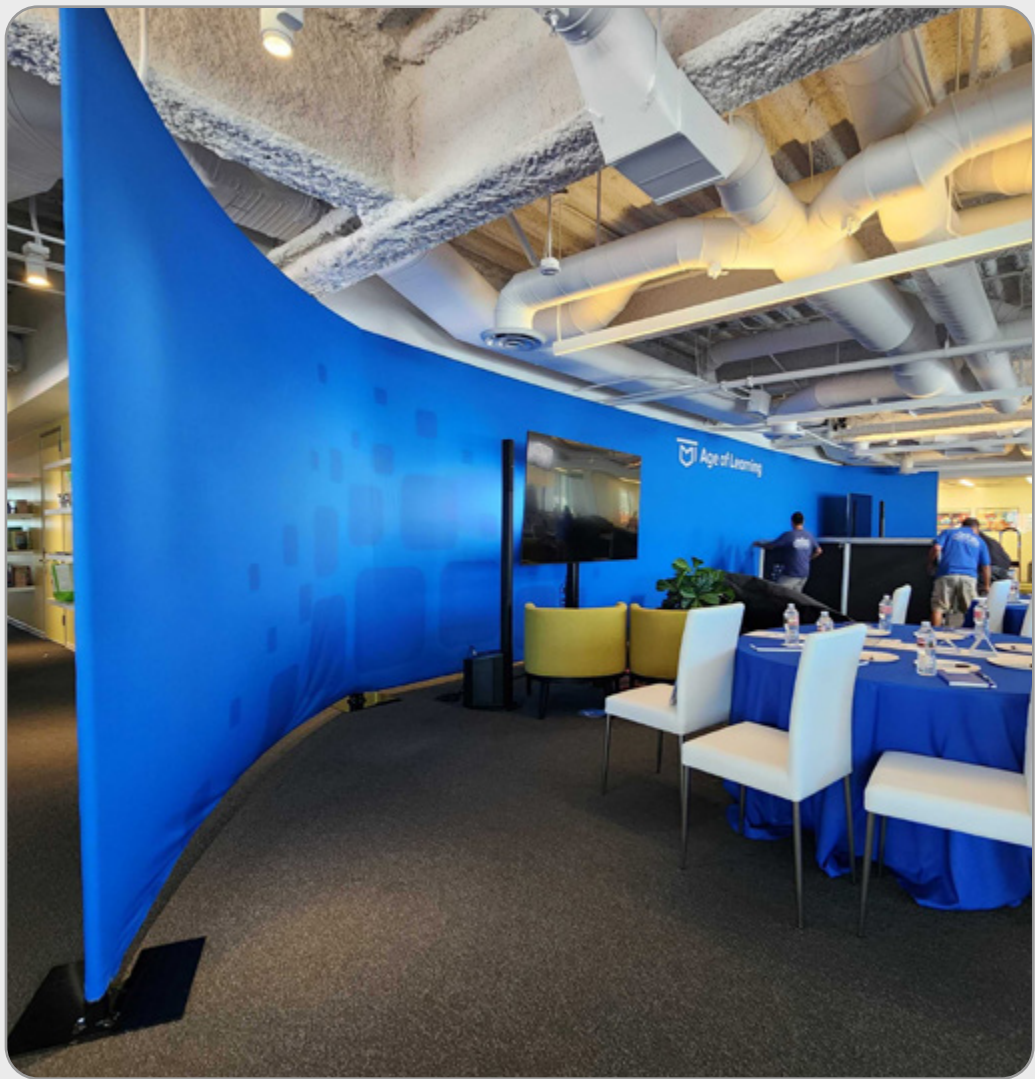
[in](#) [Michelle Schott](#)

Directed event visual style, overseeing all creative aspects.

- Main Stage: Worked with construction vendors to design an in-office conference venue
- Templated keynote presentation decks
- Event logo development
- Wayfinding signage



stage backdrop



Michelle Schott

Brand Cohesion/B2E Design: Age of Learning Leadership Forum Environment

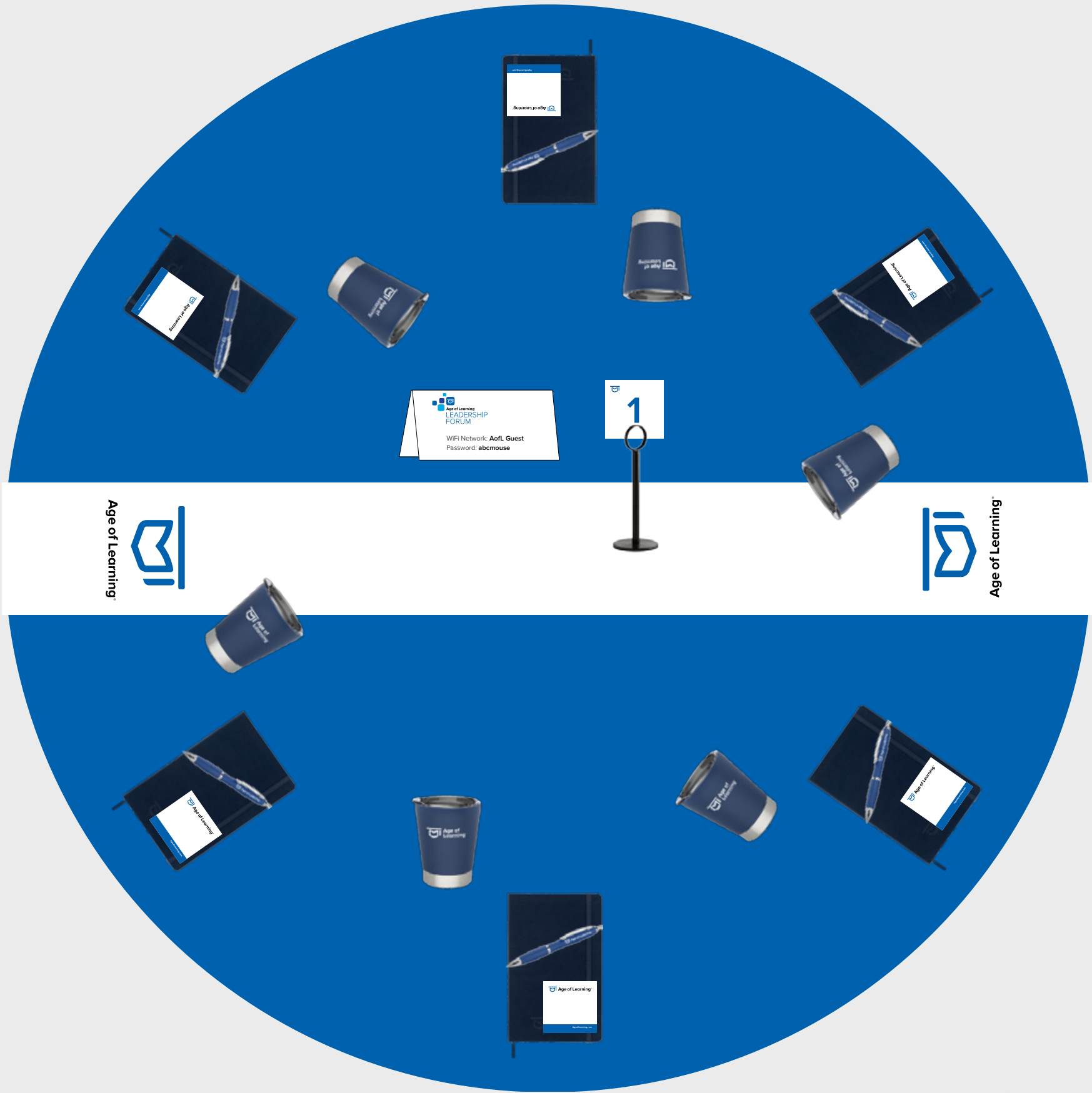
MichelleSchott.com

Studio.Schott@gmail.com

[in](#) [Michelle Schott](#)

Guest place setting and table items

- Tablecloth
- Table runner
- Small flower centerpieces
- Table number
- Wifi information table tent
- Moleskin notebooks
- Rollerball pens
- Post-it notes
- Reusable mugs



Michelle Schott

Brand Cohesion/B2E Design: Age of Learning Leadership Forum Session Support

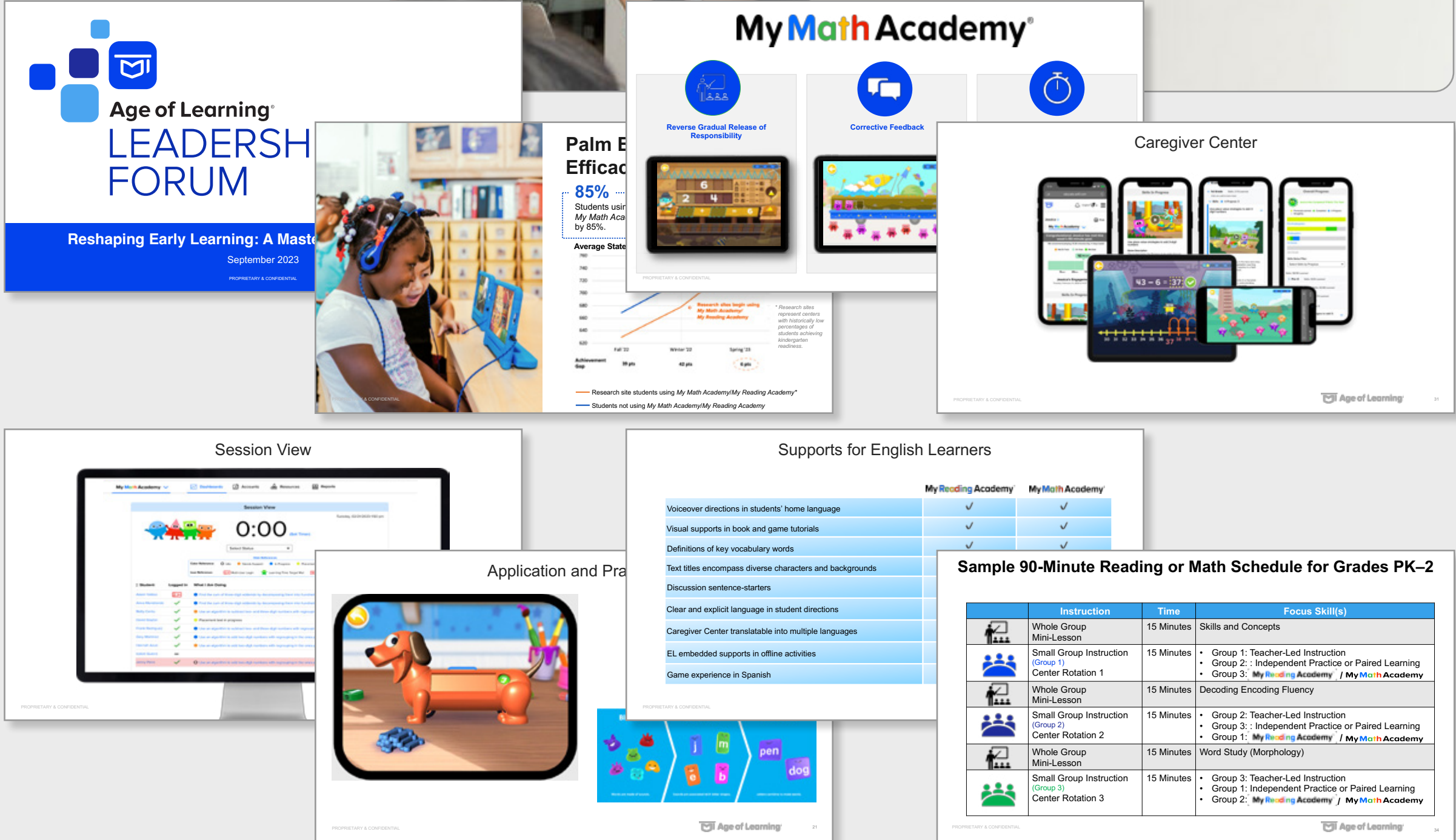
[MichelleSchott.com](https://michelleschott.com)

Studio.Schott@gmail.com

[Michelle Schott](https://www.linkedin.com/in/michelleschott)

On-Brand Templates:

- Breakout session posters executed in the Leadership Forum duotone style (left)
- PowerPoint deck template and individual presentation layout beautification (right)




Michelle Schott

Brand Cohesion/B2E Design: Age of Learning Leadership Forum Presentation Templates

Presentation Graphics


- PowerPoint templates and presentation decks branded to the event for main stage, keynote, and breakout sessions



Age of Learning[®]
LEADERSHIP
FORUM

September 27, 2023

PROPRIETARY & CONFIDENTIAL




January Hodge
Vice President, Sales

Welcome
Introduct

Today's Events

11:30 a.m.	Grab-n-Go Lunch
1:00 p.m.	Meet in hotel lobby
1:30 p.m.	Warner Bros. Studio



Break

Next events:
Breakout Session
Breakout Sessions, 11:00 a.m.


Breakout Session 2: 11:00 a.m. (Select One)

2


Leading the Shift to the Science of Reading Sarah DeCotis	7SW
Building Blocks to Kindergarten Readiness Dr. Rebecca Palacios	
Upcoming Education Policy, Predictions, and Trends Luci Willis	
Superintendent Session: Navigating Challenges and Fostering Academic Excellence Dr. Dan Domenech and Dr. Anthony Hamlet	
Innovation in Education: AI's Role in Education Sunil Gunderia and Diana Hughes	

Age of Learning[®]
LEADERSHIP FORUM


Experts in Education Panel




Sunil Gunderia
Moderator



Dr. Diana Greene
Panelist



Dr. Dan Domenech
Panelist



Dr. Kandace Bethea
Panelist

main stage presentation deck

break-out session presentation sample slides

Our Pathway to Mastery



PLACEMENT ACTIVITIES
Grade level + placement
assessment data



KNOWLEDGE MAP
Recommendation Engine
(Knowledge Map)



DATA-DRIVEN
Real-time formative
assessment data determines
path through activities

Meet
Lucas

Model Student Profile



MyMathAcademy[®]

Corrective Feedback



Palm Beach County
Efficacy Results

85%

Students using My Reading Academy and My Math Academy closed their learning gap by 85%.

Average State Assessment Score:



* Research sites represent centers with historically low percentages of students achieving Kindergarten readiness.

Caregiver Center



Session View



Application and Practice



Supports for English Learners

	MyReading Academy [®]	MyMathAcademy [®]
Discover directions in students' home language	✓	✓
Visual supports in book and game tutorials	✓	✓
Definitions of key vocabulary words	✓	✓
Content titles encompass diverse characters and backgrounds	✓	✓
Discussion sentence-starters	✓	✓
Clear and explicit language in student directions	✓	✓
Regener Center translatable into multiple languages	✓	✓
Embedded supports in offline activities	✓	✓
Immersive experience in Spanish	✓	✓

Sample 90-Minute Reading or Math Schedule for Grades P

	Instruction	Time	Focus Skill(s)
	Whole Group Mini-Lesson	15 Minutes	Skills and Concepts
	Small Group Instruction (Group 1) Center Rotation 1	15 Minutes	• Group 1: Teacher-Led Instruction • Group 2: Independent Practice or Paired Learning • Group 3: MyReading Academy / MyMathAcademy
	Whole Group Mini-Lesson	15 Minutes	Decoding Encoding Fluency
	Small Group Instruction (Group 2) Center Rotation 2	15 Minutes	• Group 2: Teacher-Led Instruction • Group 3: Independent Practice or Paired Learning • Group 1: MyReading Academy / MyMathAcademy
	Whole Group Mini-Lesson	15 Minutes	Word Study (Morphology)
	Small Group Instruction (Group 3) Center Rotation 3	15 Minutes	• Group 3: Teacher-Led Instruction • Group 1: Independent Practice or Paired Learning • Group 2: MyReading Academy / MyMathAcademy

THANK YOU

Michelle Schott

Brand Cohesion/B2E Design: Age of Learning Leadership Forum Print Collateral

[MichelleSchott.com](https://michelleschott.com)

Studio.Schott@gmail.com

[in](#) [Michelle Schott](#)

Marketing and Event Collateral:

- Save the Date and Invitation layouts (left)
- Trifold brochure (right)
- Agenda with detailed session descriptions and presenter biographies

Save the Date

September 26-28, 2023
Glendale, California

Building a Strong Foundation: Impacting Early Childhood Education

As a top district administrator, you're invited to join us for a collaborative learning and development experience designed to educate and inspire. At this unique two-day event, education leaders will learn how Age of Learning develops research-based, evidence-unprecedented results during exclusive, behind-the-scenes tours and presentations.

FORUM HIGHLIGHTS

- Enjoy sessions led by national and regional keynote speakers.
- Learn about technology, emerging trends, and the future of early learning.
- Network with fellow education leaders to share challenges, successes, and best practices.
- Discover how others are achieving success in setting the foundation for children's future learning, growth, and gains.

LEADERSHIP Age of Learning HEADQUARTERS

Register for the September 26-28, 2023 event at [AgeofLearning.com/Schools](#)

You're Invited!

September 26-28, 2023 • Glendale, CA

Age of Learning Leadership Forum

"Building a Strong Foundation: Impacting Early Childhood Education"

As a top district administrator, you're invited to join us for a collaborative learning and professional development experience designed to educate and inspire. At this unique two-day event, keynote speakers will share their vision for the future of early learning. Moderated breakout sessions, led by strategic leaders, will provide an opportunity for discussion and networking.

MyMath Academy

MyReading Academy

KEYNOTE ADDRESS
Ken Shelton, named by EdTech Magazine as an influencer to follow, is also an Apple Distinguished Educator, a Google Certified Innovator, and Microsoft Innovative Educator Expert.

Age of Learning® is a leading education technology innovator, creating engaging and effective learning resources to help children build a strong foundation for academic success and a lifelong love of learning.

Learn More and Register Now!
[Schools.AgeofLearning.com/FallForum2023](#)

Invitation

Extraordinary Classrooms, Exceptional Results

Personalized and Adaptive, Mastery-Based Solutions

MyMath Academy

MyReading Academy

inside x3 panels

Reshaping Early Learning

Since 2007, Age of Learning's proven programs have helped children build a strong foundation for academic success and a lifelong love of learning.

- Offered in 670,000+ classrooms
- Used by 50 million children worldwide
- More than 10 billion Learning Activities completed to date

MyMath Academy and **MyReading Academy** are innovative, evidence-based supplemental solutions designed to improve learning outcomes for pre-K through 2nd grade students.

MyMath Academy provides students with a personalized, game-based approach to mastering fundamental math concepts and skills through interactive, adaptive challenges, continuous embedded assessments, and ongoing feedback to sustain engagement and motivation.

MyReading Academy is an innovative, mastery-based program designed to enhance early literacy skills. MyReading Academy guides students through explicit and systematic phonics, fluency, and comprehension instruction paired with rich reading and language experiences to create skilled, fluent readers.

Every Student's Journey Is Unique

Driven by an evidence-based, patented Knowledge Map that links Learning Objectives together based on their relationships to one another, **MyMath Academy** and **MyReading Academy** deliver an equitable, individualized learning experience for all.

LEARNING OBJECTIVES

The bars represent specific, standards-aligned learning objectives.

PATHWAYS

The gray lines represent unique student pathways, from initial placement to mastery.

CONCEPTS & SKILLS

Different colors represent seven learning topics that are essential for mastery.

Patented Mastery Approach

Powered by learning science and adaptive technology, each program assesses what a student knows and doesn't know and, in real time, creates a personalized Learning Pathway with just-right challenges, helping them master prerequisite skills and concepts before moving on.

"In my 38 years of being an educator, I have never seen anything have such a phenomenal impact on children's achievement."
—Early childhood director, Texas

inside view, fold-in panel

Building a More Equitable Future

MyMath Academy and **MyReading Academy** are innovative, evidence-based supplemental solutions designed to improve learning outcomes for pre-K through 2nd grade students.

MyMath Academy provides students with a personalized, game-based approach to mastering fundamental math concepts and skills through interactive, adaptive challenges, continuous embedded assessments, and ongoing feedback to sustain engagement and motivation.

MyReading Academy is an innovative, mastery-based program designed to enhance early literacy skills. MyReading Academy guides students through explicit and systematic phonics, fluency, and comprehension instruction paired with rich reading and language experiences to create skilled, fluent readers.

Results Count

MyMath Academy and MyReading Academy Are Research-Validated

Efficacy studies show that students who regularly use MyMath Academy and MyReading Academy significantly outperform their peers in early math and literacy skills.

MyMath Academy

Math Gains increased by 36%

36% Math Gains

12-14 months

32 months

20 months

MyReading Academy

Skills increased by 8%

8% Skills Gains

14 months

35 months

37 months

MyMath Academy is designed to accelerate learning in students' math knowledge, compared to control group peers.

MyReading Academy is designed to accelerate learning in students' reading knowledge, compared to control group peers.

Third-party studies have confirmed that both programs:

- Are effective, time-saving tools for math and reading skills mastery
- Increase student engagement, interest, and confidence in learning math and reading

back cover

Save the Date

front cover

Agenda

Wednesday, March 15, 2023

TIME	DESCRIPTION	LOCATION
1:00-5:30 p.m.	Guest Arrival and Check In at Hotel Visit the Leadership Forum Attendee Resource Website for additional information about Glendale	Hyatt Place Hotel Residence Inn by Marriott
5:40 p.m.	Walk to Welcome Reception Meet your Age of Learning host in the hotel lobby	Bourbon Steak Los Angeles 237 S. Brand Blvd., Glendale
6:00 p.m.	Welcome Reception and Opening Remarks Doug Dohring, Founder/CEO, Age of Learning Ty West, Head of Schools Division	Bourbon Steak Los Angeles 237 S. Brand Blvd., Glendale

Thursday, March 16, 2023

TIME	DESCRIPTION	LOCATION
7:00-8:00 a.m.	Breakfast at Hotel Meet in the hotel lobby	Hyatt Place Hotel Residence Inn by Marriott
8:00 a.m.	Walk to Age of Learning Headquarters Meet in the hotel lobby	Age of Learning 101 N. Brand Blvd., Glendale
8:30 a.m.	Welcome and Introduction January Hodges, Vice President, Sales	Main Stage 7th Floor
8:45 a.m.	KEYNOTE The Educator's ATLAS: Your Roadmap to Engagement Weston Kieschnick, Best-Selling Author and Award-Winning Educator See PAGE 5 for a full description	Main Stage 7th Floor
9:40 a.m.	Introduction to Breakout Sessions January Hodges, Vice President, Sales	Main Stage 7th Floor
9:45 a.m.	Break Enjoy our Café on the 7th floor	Café 7th Floor

View additional forum information and resources!
[AgeofLearning.com/Schools](#)
[#AgeofLearning](#)

Agenda

Thursday, March 16, 2023, Continued

TIME	DESCRIPTION	LOCATION
10:00 a.m.	BREAKOUT SESSIONS-SELECT 1 New First- & 2nd-Grade Assessments Small Changes for Big Outcomes: How Inspiring Your Staff Results The Educator's ATLAS: Your Roadmap to Engagement Unprecedented Results: Huntington CISD's Story of Transformation Common Alumnus, Director of Primary Library, Huntington Consolidated	Room NE 7th Floor
10:45 a.m.	Break	Room NE 7th Floor
11:00 a.m.	BREAKOUT SESSIONS-SELECT 2 New First- & 2nd-Grade Assessments Small Changes for Big Outcomes: How Inspiring Your Staff Results The Educator's ATLAS: Your Roadmap to Engagement Unprecedented Results: Huntington CISD's Story of Transformation Common Alumnus, Director of Primary Library, Huntington Consolidated	Room NW 7th Floor
11:45 a.m.	Break	Room NW 7th Floor

Friday, March 17, 2023

TIME	DESCRIPTION	LOCATION
7:00-8:00 a.m.	Breakfast at Hotel Meet in the hotel lobby	Hyatt Place Hotel Residence Inn by Marriott
8:00 a.m.	Walk to Age of Learning Headquarters Meet in the hotel lobby	Age of Learning 101 N. Brand Blvd., Glendale
8:30 a.m.	Welcome and Introduction January Hodges, Vice President, Sales	Main Stage 7th Floor
8:45 a.m.	KEYNOTE The Educator's ATLAS: Your Roadmap to Engagement Weston Kieschnick, Best-Selling Author and Award-Winning Educator See PAGE 5 for a full description	Main Stage 7th Floor
9:40 a.m.	Introduction to Breakout Sessions January Hodges, Vice President, Sales	Main Stage 7th Floor
9:45 a.m.	Break Enjoy our Café on the 7th floor	Café 7th Floor

View additional forum information and resources!
[AgeofLearning.com/Schools](#)
[#AgeofLearning](#)

Breakout Sessions

10:00 a.m. Thursday, March 16, 2023

Small Changes for Big Outcomes: How Inspiring Your Staff Results
Dr. LIBBY CHILDS
This breakout session will discuss how to reach every child through positive relationships and authentic leadership from the heart of the school year. Explore through the lens of a district leader how fostering an environment to empower your teachers and principals will help support data-driven outcomes and transform learning. Attendees will walk away with strategies and tips that can be implemented immediately to see lasting results.

Unprecedented Results: Huntington CISD's Story of Transformation
Common Alumnus
Common Alumnus, Director of Primary Library, Huntington Consolidated

Patented Mastery Approach
Powered by learning science and adaptive technology, each program assesses what a student knows and doesn't know and, in real time, creates a personalized Learning Pathway with just-right challenges, helping them master prerequisite skills and concepts before moving on.

11:00 a.m. Thursday, March 16, 2023

Banking Your Child with Success: Meaningful Family Engagement
Dr. REBECCA PALACIOS
In the breakout session, Dr. Palacios will explore strategies to strengthen partnerships between families and teachers in order to promote student success.

Unprecedented Results: Huntington CISD's Story of Transformation
Common Alumnus
Common Alumnus, Director of Primary Library, Huntington Consolidated

1:00 p.m. Thursday, March 16, 2023

Building Blocks to Kindergarten Readiness: Meaningful Family Engagement
Dr. REBECCA PALACIOS
This breakout session will discuss how to reach every child through positive relationships and authentic leadership from the heart of the school year. Explore through the lens of a district leader how fostering an environment to empower your teachers and principals will help support data-driven outcomes and transform learning. Attendees will walk away with strategies and tips that can be implemented immediately to see lasting results.

Unprecedented Results: Huntington CISD's Story of Transformation
Common Alumnus
Common Alumnus, Director of Primary Library, Huntington Consolidated

3:30 p.m. Friday, March 17, 2023

Patented Mastery Approach
Powered by learning science and adaptive technology, each program assesses what a student knows and doesn't know and, in real time, creates a personalized Learning Pathway with just-right challenges, helping them master prerequisite skills and concepts before moving on.

Unprecedented Results: Huntington CISD's Story of Transformation
Common Alumnus
Common Alumnus, Director of Primary Library, Huntington Consolidated

View additional forum information and resources!
[AgeofLearning.com/Schools](#)
[#AgeofLearning](#)

Speakers

DOUG DOHRING
Founder/CEO, Age of Learning
Doug Dohring is the Founder and CEO of Age of Learning, a global leader in advancing educational equity and opportunity since 2007 through together education experts, creative designers, developers, and engineers to create best-in-class digital resources that help children build a strong foundation for academic success and a lifelong love of learning.

CARMEN ALVAREZ
Director of Primary Library, Huntington CISD
Carmen Alvarez is the Director of Primary Library and Early Childhood Director at Huntington Consolidated Independent School District in Huntington, Texas. With more than 20 years of experience as a classroom teacher, library director, and reading specialist, Carmen is passionate about bringing equitable learning experiences to every child.

THERESA BURNS
Educational Consultant
Theresa Burns is a 5th-Grade Educational Consultant at Age of Learning. With more than 24 years of experience in the field of education, she has established herself as an innovative educational technology leader.

DR. ART CAVAZOS
Superintendent of Reading and Former Superintendent, Huntington CISD
Dr. Art Cavazos is a nationally recognized leader with experience driving academic achievement through explicit math and reading programs. With unprecedented results, he has been named Superintendent of the Year and the Distinguished School Administrator Award. Dr. Cavazos was also selected by the U.S. Department of Education to participate in the National Network of Education Leaders Summit at the White House.

SARAH DECOTIS
Ed Library Specialist
Sarah Decotis is a 5th-Grade Specialist at Age of Learning who recently served as a district administrator and has extensive and organizational change in Brown County Public Schools, the largest district in the county.

DR. NIKA FABIEENKE
Ed Director, Curriculum Planning and Design
Dr. Nika Fabienke is the Director of Curriculum Planning and Design at Huntington Consolidated Independent School District in Huntington, Texas. With more than 20 years of experience in the field of education, she has established herself as an innovative educational technology leader.

LACEY PLACHE
Vice President, Data and Analytics
Lacey Plache is the Vice President, Data and Analytics, bringing more than 20 years of experience in the field of education. She has established herself as an innovative educational technology leader.

KELLIE WOODSON
Superintendent of Reading and Former Superintendent, Huntington CISD
Kellie Woodson is the Superintendent of Reading and Former Superintendent of Huntington Consolidated Independent School District in Huntington, Texas. With more than 20 years of experience in the field of education, she has established herself as an innovative educational technology leader.

View additional forum information and resources!
[AgeofLearning.com/Schools](#)
[#AgeofLearning](#)

CONFIDENTIAL. The contents of this portfolio are the property of the individual owners and should not be distributed or duplicated.

Michelle Schott

Brand Cohesion/B2E Design: Schools Marketing Collateral

My Reading Academy Program Overview Brochure

- Collaborated with the Vice President of Marketing to develop math and reading product overview brochures
- Extended line look to webinars, training guides, sales and customer retention support and RFP documentation
- Evaluated workflow pipeline and recommended areas for increased efficiencies, implemented project management, templated layout, and streamlined approvals resulting in an 83% increase in deliverables over 18 mos



front cover



back cover

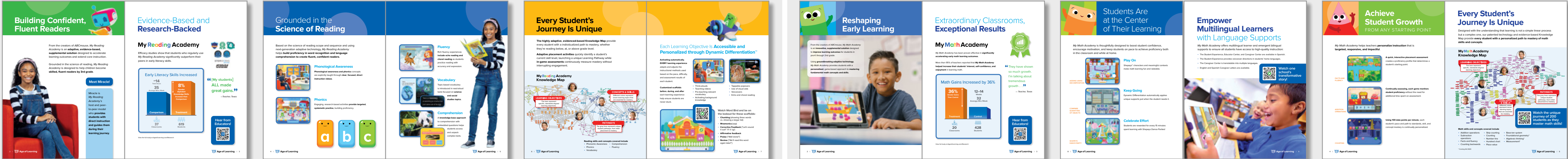
My Math Academy Program Overview Brochure



front cover



back cover



interior spreads

interior spreads

Michelle Schott

Brand Cohesion/B2E Design: EdWeek Marketing Campaign

[MichelleSchott.com](https://michelleschott.com)

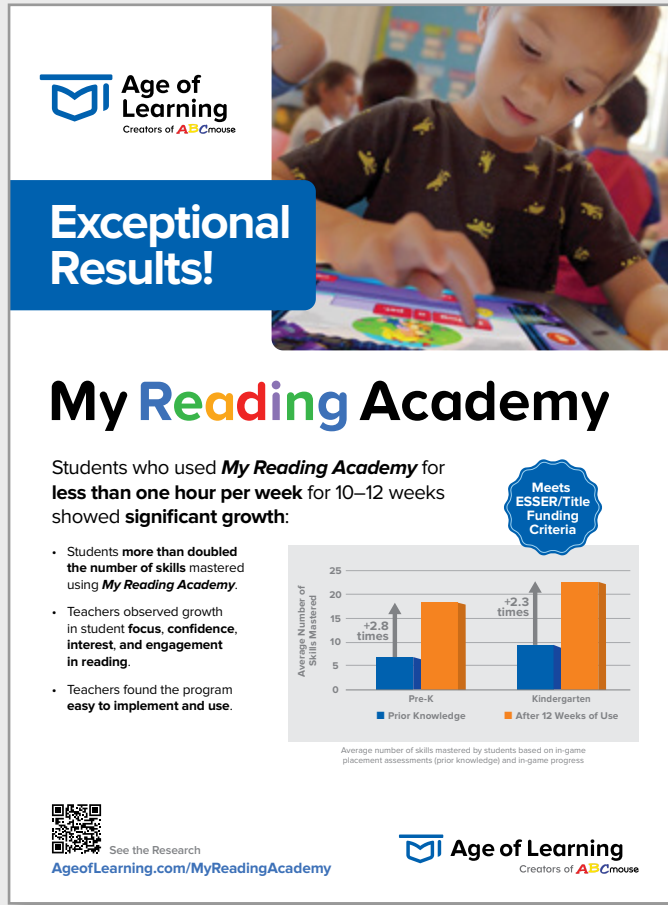
Studio.Schott@gmail.com

[Michelle Schott](#)

- Conceptualized layout and directed design for the *EdWeek* Cover Wrap and related advertisements featuring the adaptive learning programs *My Math Academy* and *My Reading Academy*
- Showcased the program across four pages of the K–12 nationwide publication
- Designed graphs and created infographics to illustrate program features
- Retouched photos and delivered print-ready files to the publisher



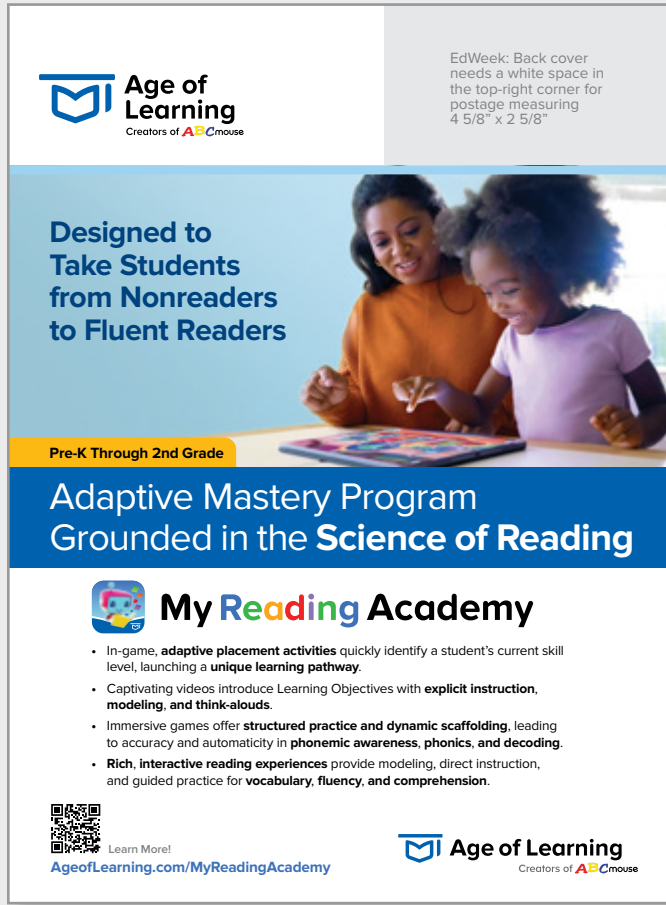
4-panel cover wrap:
front cover



inside front cover

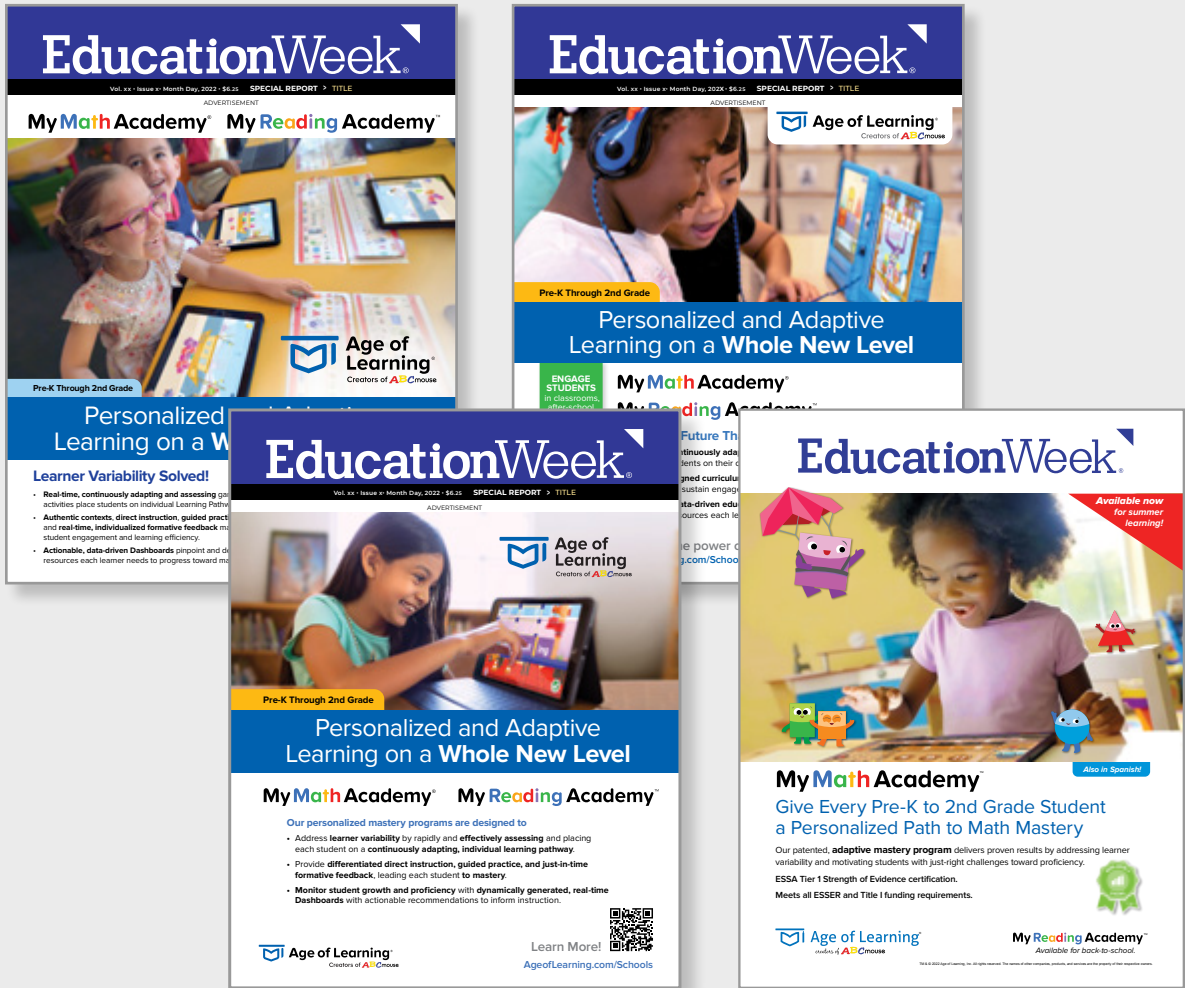


inside back cover

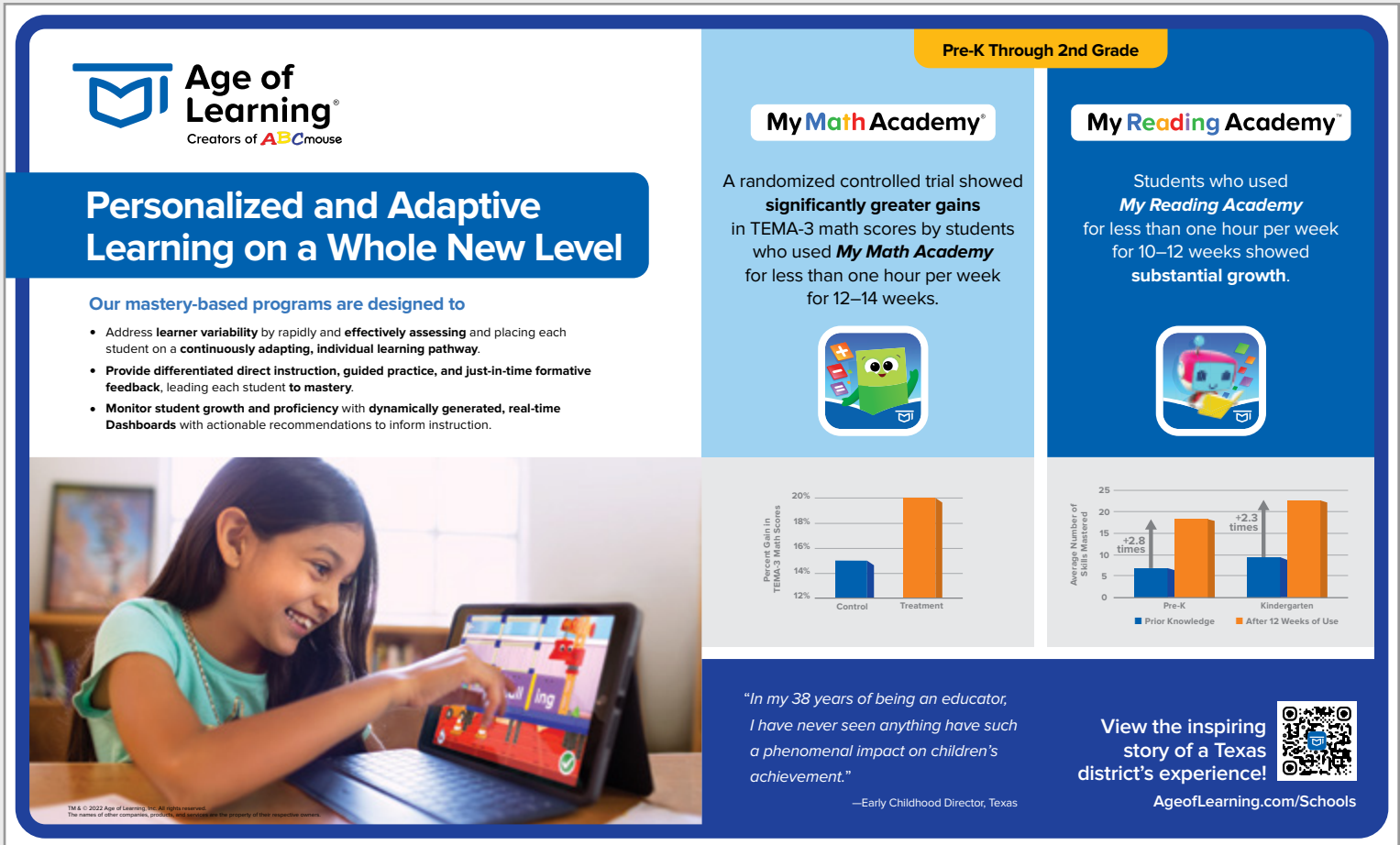
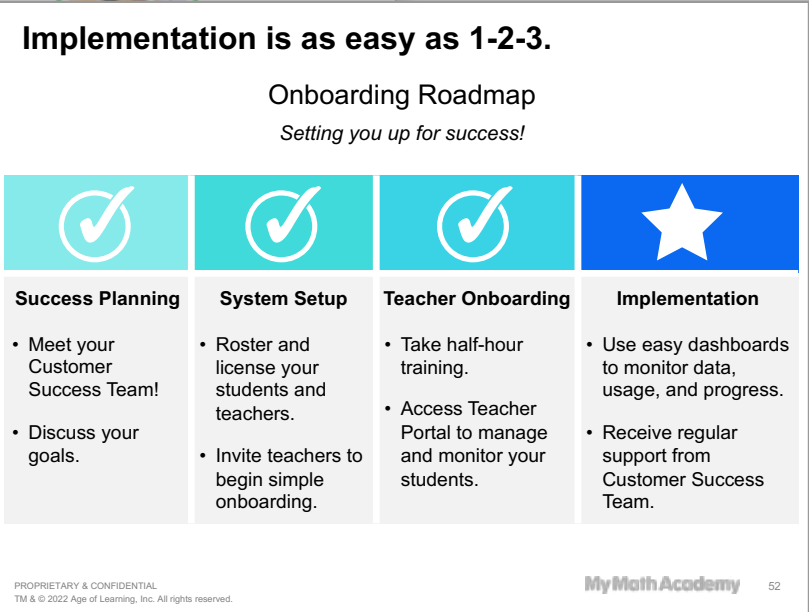
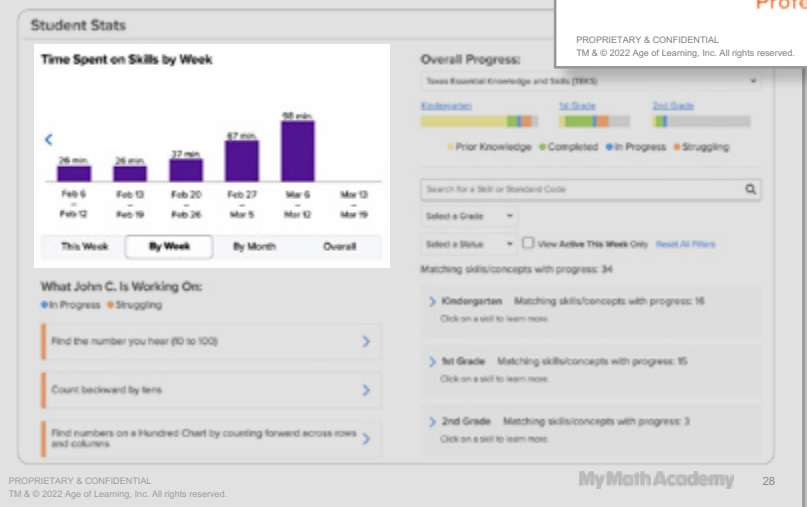
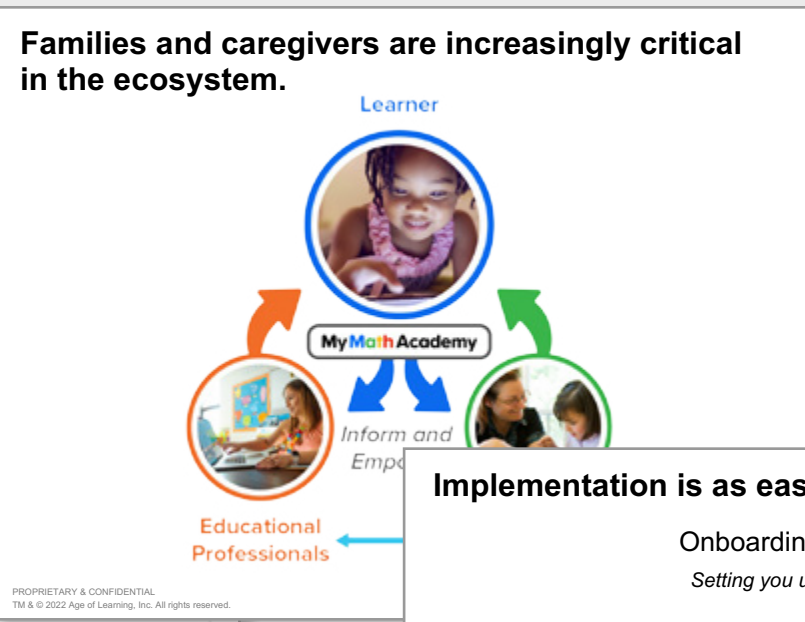


back cover

additional wrap cover layouts

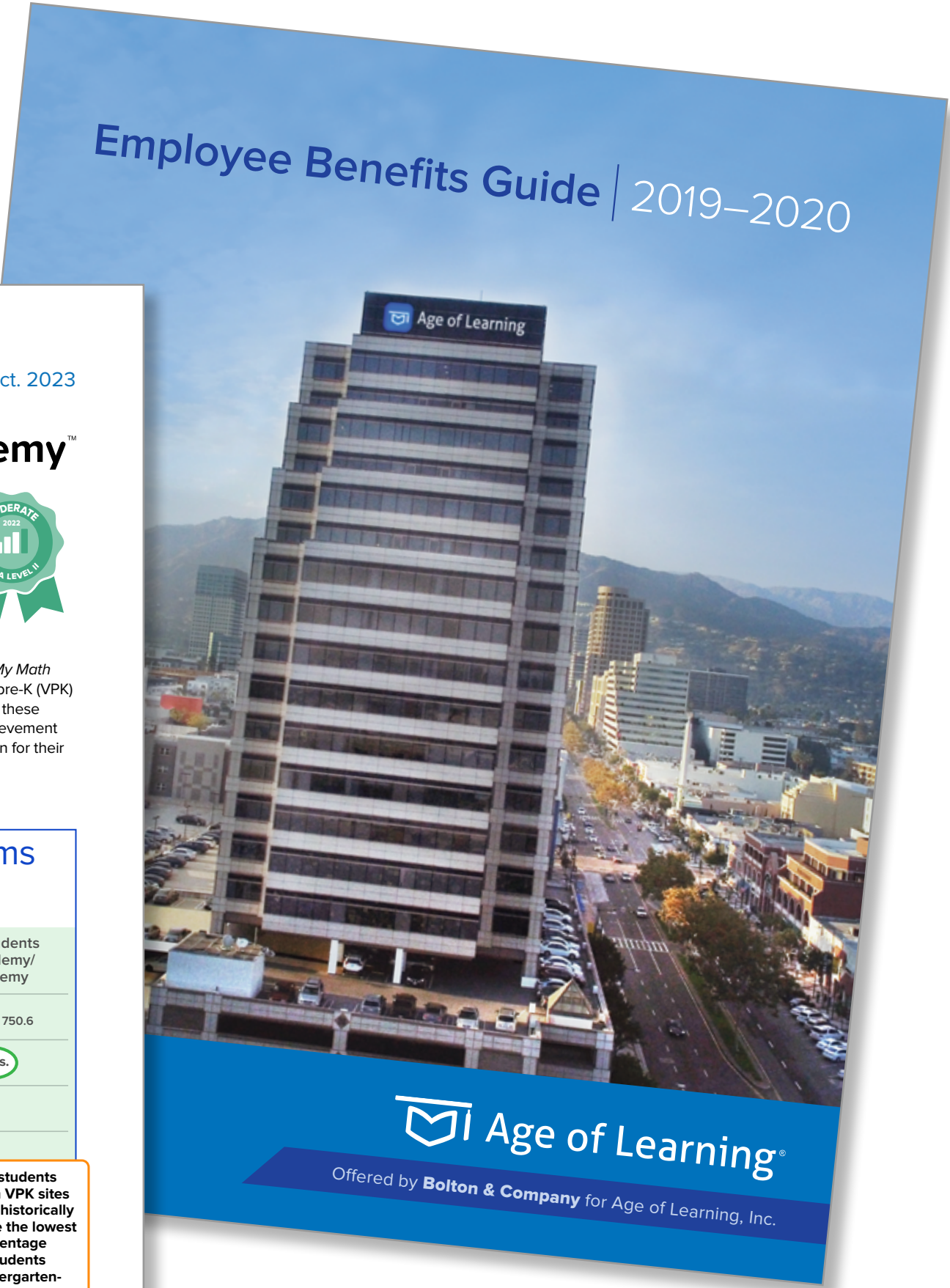
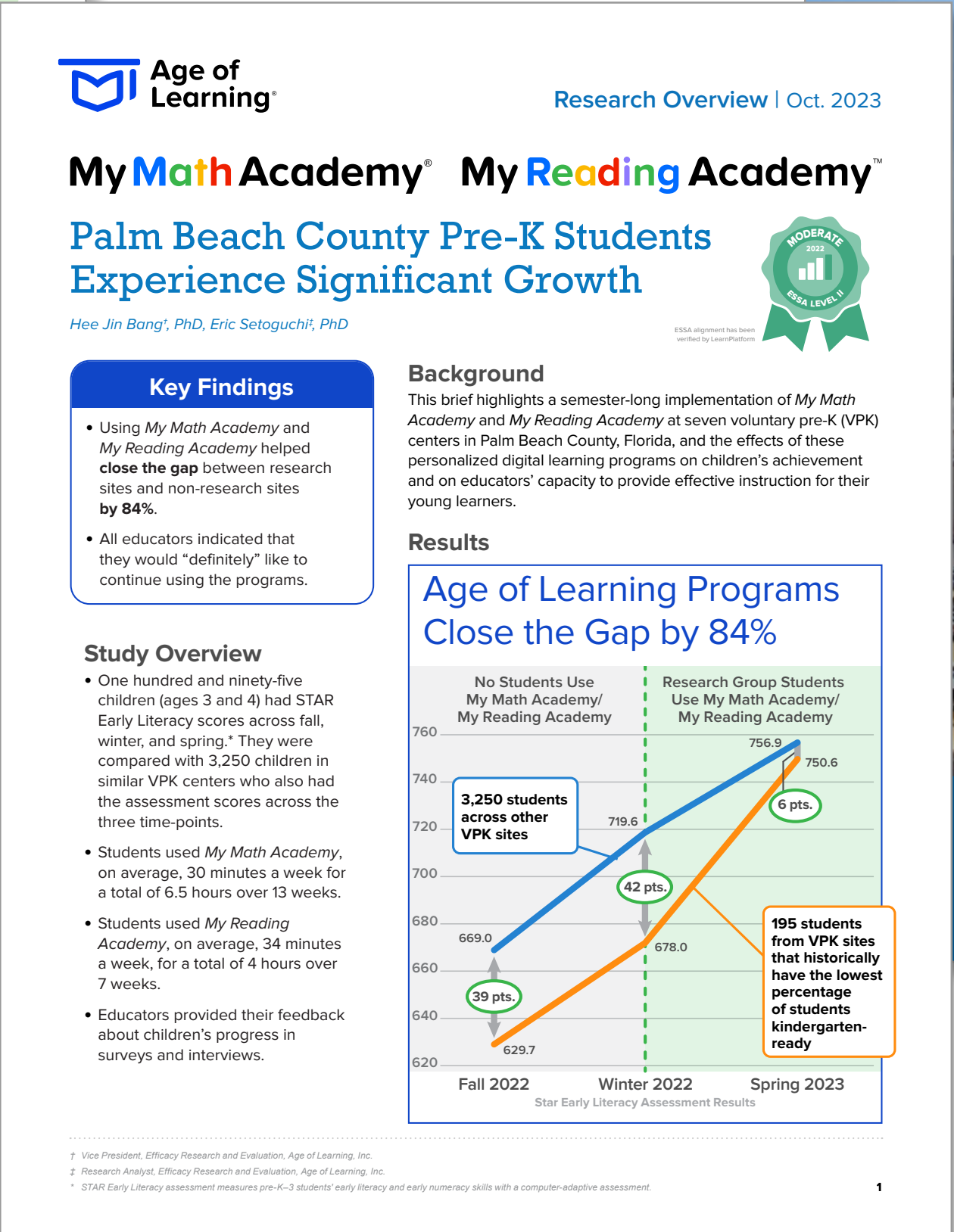


Webinar presentation layout examples



digital and print advertising

The Creative Services department was responsible for the design, approval, and deliverable mechanical files for all internal and external print and digital layouts, as well as all swag, merchandise, and office environment concepts.



Michelle Schott

Print and Digital Layout: Corporate Communications

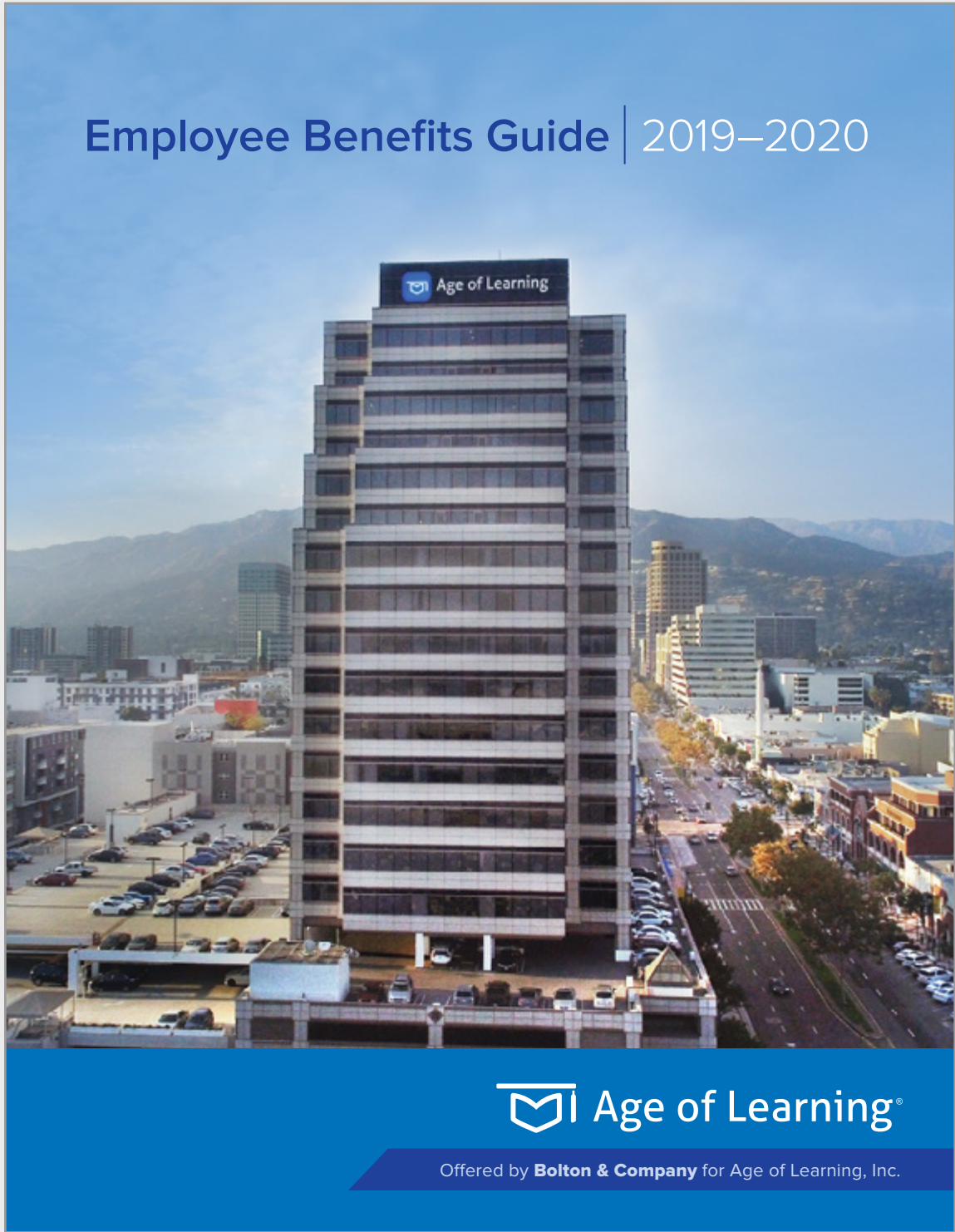
MichelleSchott.com

Studio.Schott@gmail.com

Michelle Schott

28-page Corporate Benefit Guide

- Retouched all original photography
- Art directed and reviewed layout and typesetting
- Collaborated on page layout and asset selection/modification
- Executed the mechanical prep and preflight for both offset printing and digital PDF distribution



COVER

Benefits at a Glance

Age of Learning, Inc. offers medical, dental, vision, short-term disability, long-term disability, and life insurance benefits, as well as Flexible Spending Accounts, to all regular full-time employees working, on average, a minimum of 30 hours per week. You may also enroll eligible dependents. For eligible employees, your insurance benefits will be effective the first of the month following your date of hire.

Medical Trio HMO, Access+ HMO, traditional PPO, and HSA-compatible High Deductible Health (H-DHP) plans are available through Blue Shield of California . ID Card: You will only receive a new ID card if you switch your medical plan or enroll for the first time .	Dental Dental HMO and PPO options are offered through MetLife . ID Card: If you enroll in the Dental HMO you will receive an ID card that will list your Primary Care Dentist. If you enroll in the Dental PPO plan, no ID card will be issued.	Vision Vision benefits are offered through EyeMed . Frames and contacts have separate allowances of \$200 for frames and \$150 for contacts. ID Card: You will receive an ID card if you enroll in vision benefits.
Flexible Spending Accounts (FSA) Flexible Spending Accounts are administered through Discovery Benefits . Debit Card: If you elect the Healthcare FSA for the first time you will receive a debit card in the mail. If you re-elect, your funds will be loaded onto your current card.	Life and Accidental Death and Dismemberment (AD&D) Insurance, Long- and Short-Term Disability Insurance Employer-paid and voluntary life/AD&D, short-term disability, and long-term disability are offered through MetLife .	Supplemental Accident and Hospital Indemnity Benefits Accident and hospital benefits are offered through MetLife . Receive cash benefits to supplement your health insurance in the event of an accident or hospitalization.

Tip: Register an online account with each of your insurance providers to view temporary ID cards, or with Discovery Benefits to submit your FSA claims online.

401(k)
Once you reach 60 days of employment, you're eligible for a 401(k) plan through Transamerica. You have the option of selecting both your contribution amount and the investment vehicles in which your money is placed. Age of Learning will make a 50% matching contribution of the first 6% of your base salary that you defer into your 401(k). More information on the matching program and eligibility requirements can be found in the Benefits section on Confluence.

Bolton & Company • (855) 367-4114 • AofL.benefits@boltonco.com

Age of Learning, Inc. Benefits for 2019-2020

What's New for 2019-2020

- All **life, accidental death and dismemberment, and disability insurance options** are now offered through MetLife.
- New options to elect **supplemental accident insurance** and/or **supplemental hospital indemnity insurance** are available. Both benefits will offer high and low rate options.
- The **Employee Assistance Program** and new **ancillary benefits** such as funeral discounts and estate planning are now also offered through MetLife.

Enrollment Tips for HMO Plans

Medical HMO Tips in Dayforce:
You must add your Primary Care Provider (PCP) name and ID# as prompted for you and any dependents after selecting an HMO plan. After selecting an HMO plan in Dayforce, you are able to click on the plan while still within the enrollment section and add this information. **If you do not choose a Primary Care Provider, one will be selected for you by Blue Shield.** You may change your PCP at any time in the future.

Dental HMO tips in Dayforce:
You must select a Primary Care Dentist and add the ID# as prompted. After selecting an HMO plan in Dayforce, you are able to click on the plan while still within the enrollment section and add this information. **If you do not choose a Primary Care Dentist, you will not be enrolled in the plan.**



Age of Learning, Inc. Benefits for 2019-2020



Quick Contacts

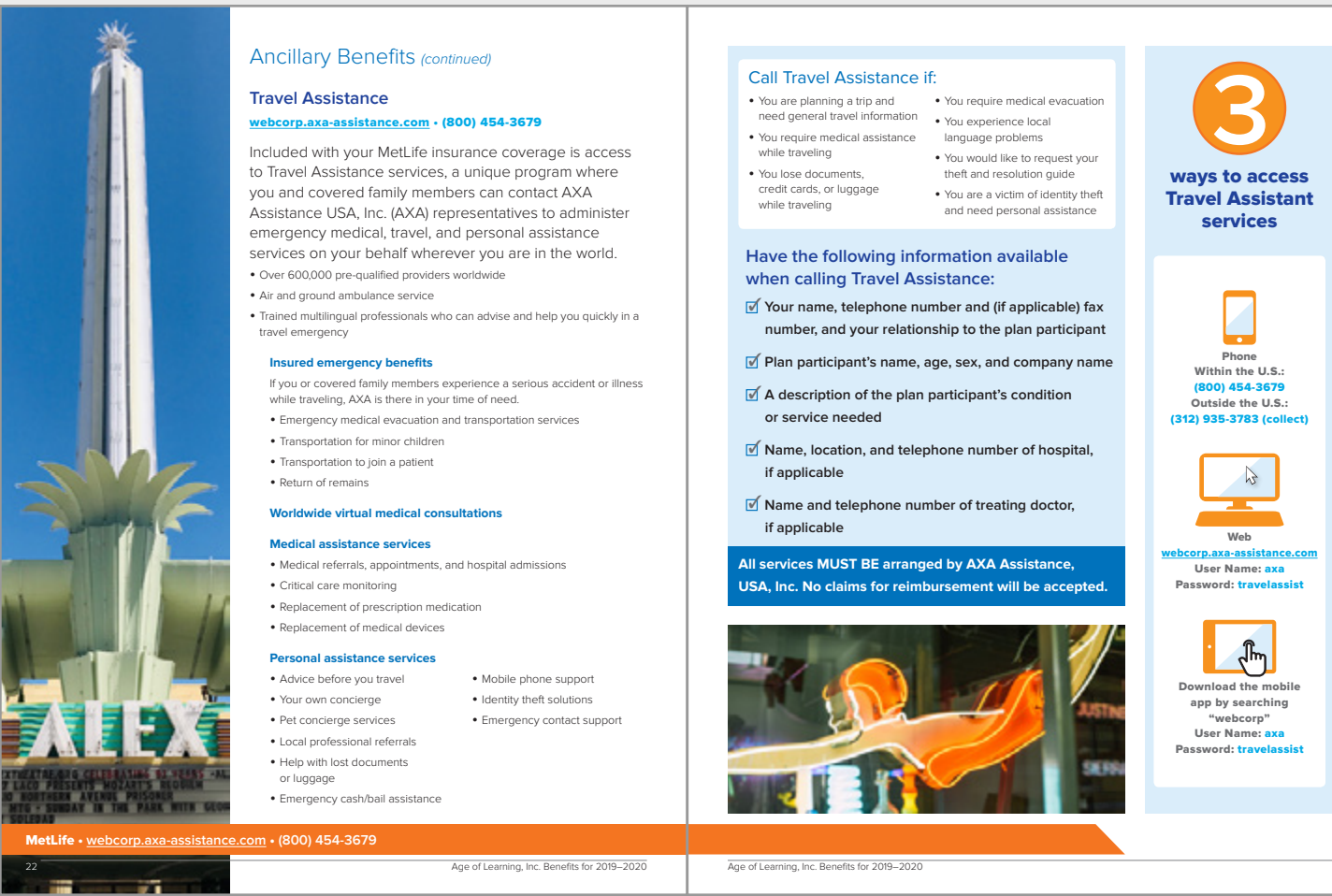
BOLTON & COMPANY Insurance Broker AofL.benefits@boltonco.com (855) 367-4114
BLUE SHIELD OF CALIFORNIA Medical Benefits page 6 Member Portal: www.bshieldca.com Access+ HMO/PPO/HMO+P: (888) 256-1915 Trio HMO Shield Concierge: (855) 828-2566 Outside California: (800) 810-2583 Outside the U.S.: (804) 673-1177 Additional Medical Benefits NurseHelp: 24/7 page 9 (877) 304-0504 Teladoc: page 9 www.teladoc.com AllClear Identity Repair: page 9 (855) 904-5733 www.bshieldca.allclearid.com LifeReferrals: page 9 www.life referrals.com - access code: bac (800) 985-2405 Fitness Your Way: page 10 www.fitnessyourway.thrivehealth.com/bac (833) 283-8387 Alternative Care Discount Program: page 10 www.bshieldca.com/wellnessdiscounts Healthy Living Discounts: page 10 www.bshieldca.com/wellnessdiscounts Wellvolution: page 11 www.wellvolution.com Epic Hearing Healthcare: page 11 www.epichearing.com (866) 956-5400

Age of Learning, Inc. Benefits for 2019-2020

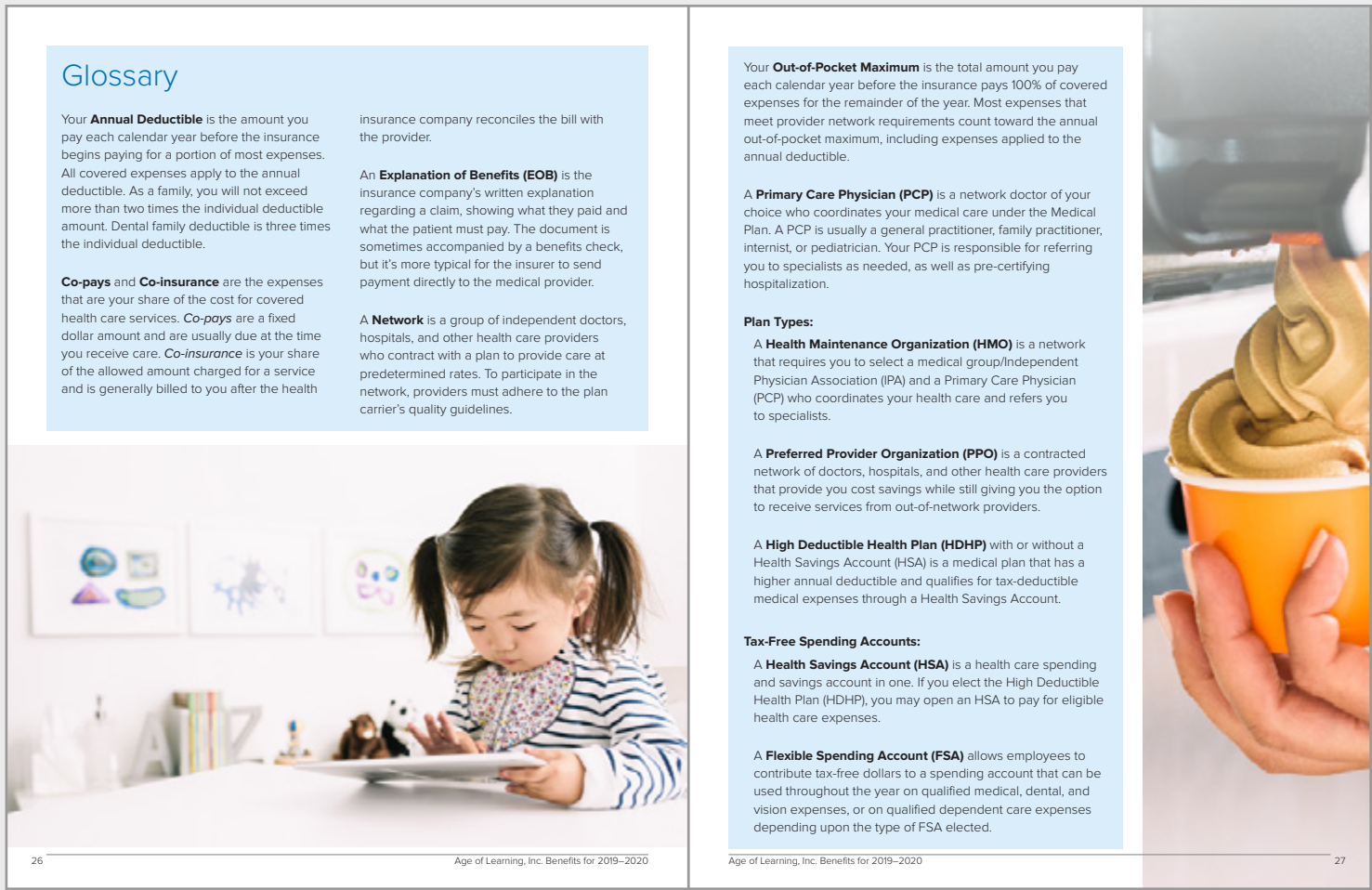
DISCOVERY BENEFITS Flexible Spending Account page 14 www.discoverybenefits.com (866) 451-3399
EYEMED Vision Benefits page 13 Member Portal: www.eyemed.com Vision PPO: (866) 804-0282
METLIFE Dental Benefits page 12 www.metlife.com/mybenefits Member Portal: www.metlife.com Dental HMO/PPO: (800) 275-4638 Ancillary Benefits Employee Assistance Program: page 20 (888) 319-7879 Dignity Memorial Funeral Discount and Planning Services: page 21 www.dignitymemorial.com (866) 853-0954 Estate Resolution Services: page 21 (800) 621-6400 Will Preparation: page 21 (800) 621-6400 Supplemental Accident Insurance page 18 Member Portal: www.metlife.com (800) 275-4638 Supplemental Hospital Indemnity Insurance page 19 Member Portal: www.metlife.com (800) 275-4638 AXA Assistance USA, Inc. Travel Assistance: page 22 www.webcorp.axa-assistance.com User Name: axa • Password: travelassist Within the U.S.: (800) 454-3679 Outside the U.S.: (312) 935-3783 (collect)

Age of Learning, Inc. Benefits for 2019-2020

sample interior spreads



Age of Learning, Inc. Benefits for 2019-2020



Age of Learning, Inc. Benefits for 2019-2020

Michelle Schott

Print and Digital Layout: Corporate Communications

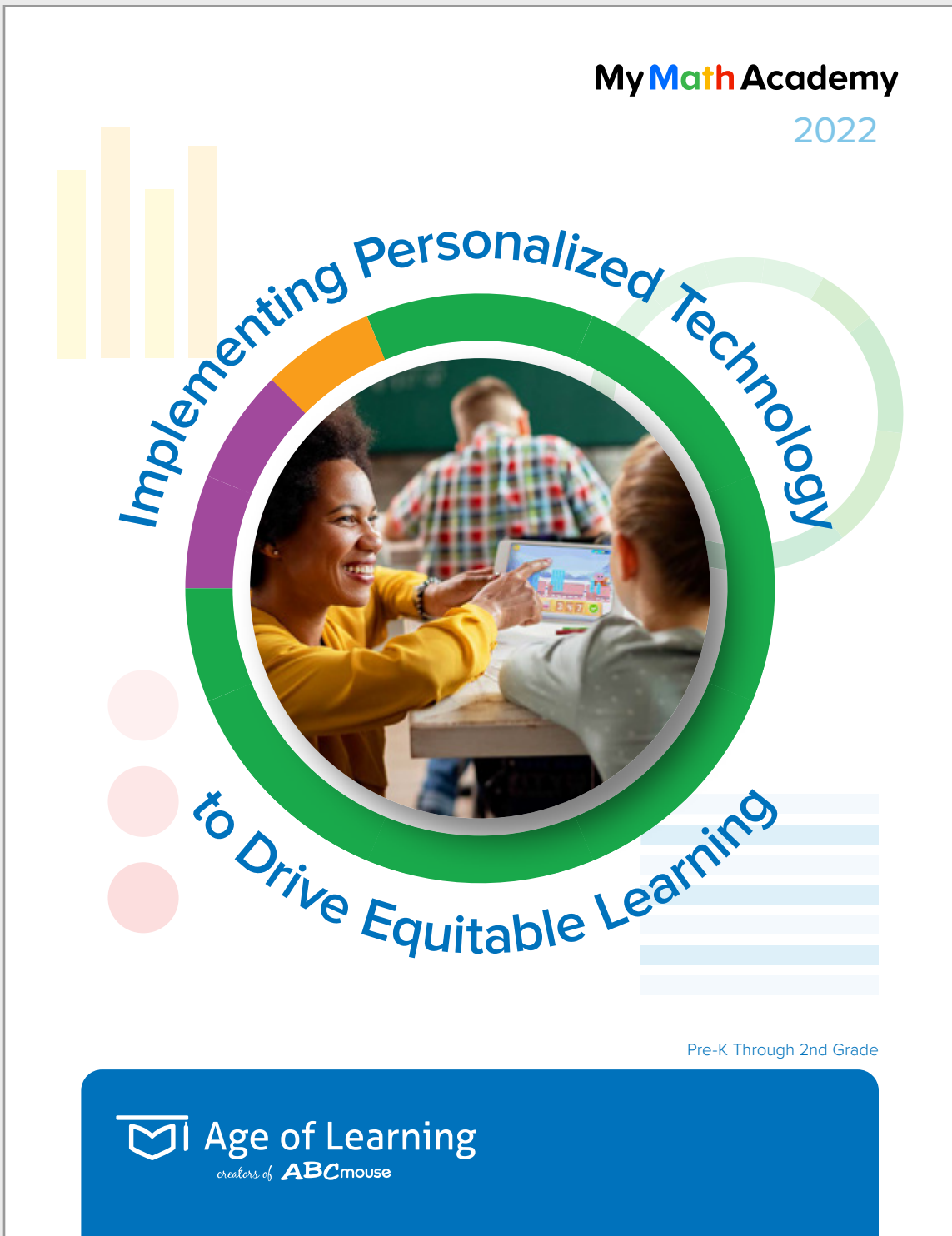
MichelleSchott.com

Studio.Schott@gmail.com

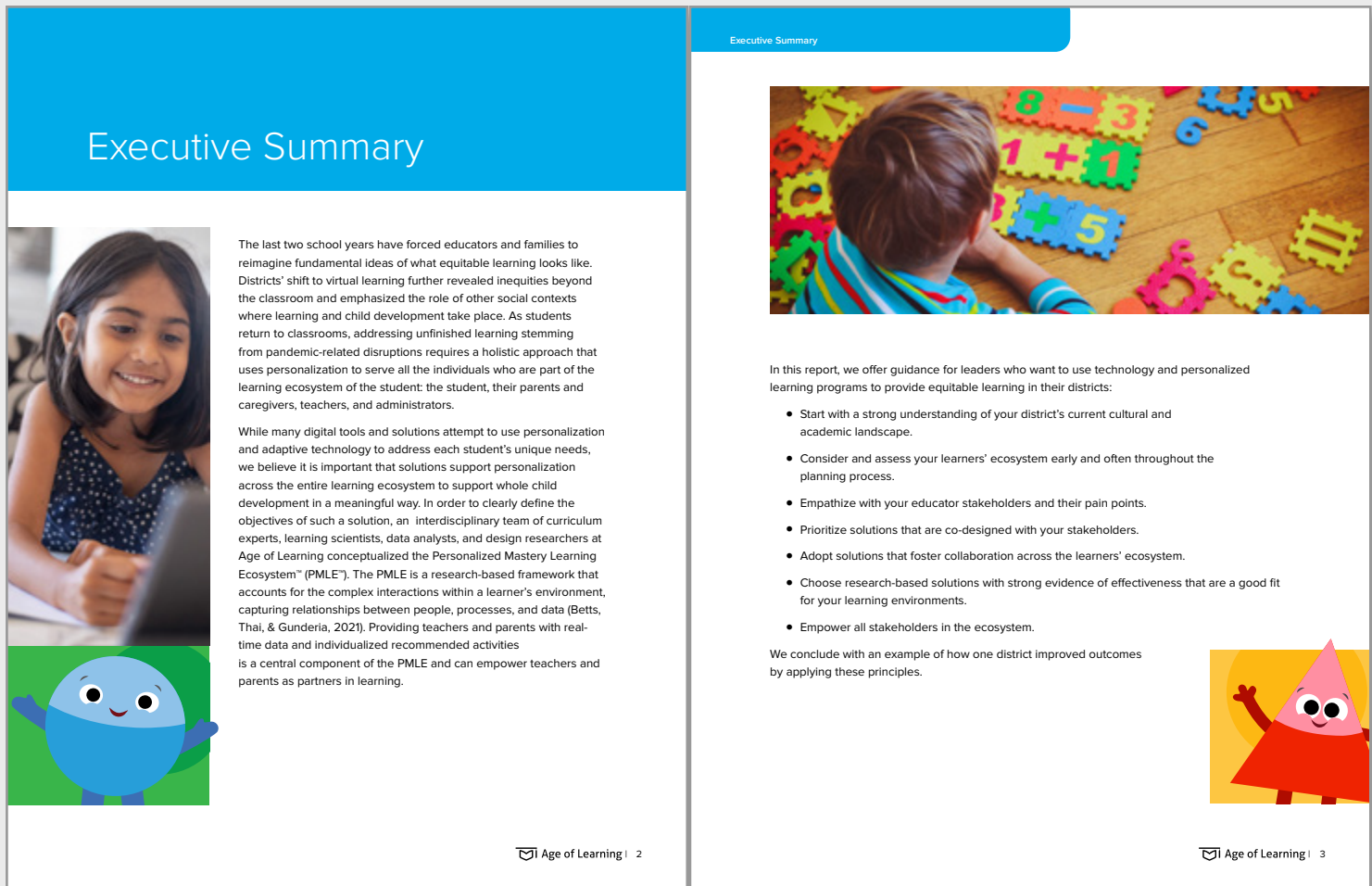
Michelle Schott

Age of Learning's thought paper: Implementing Personalized Technology to Drive Equitable Learning

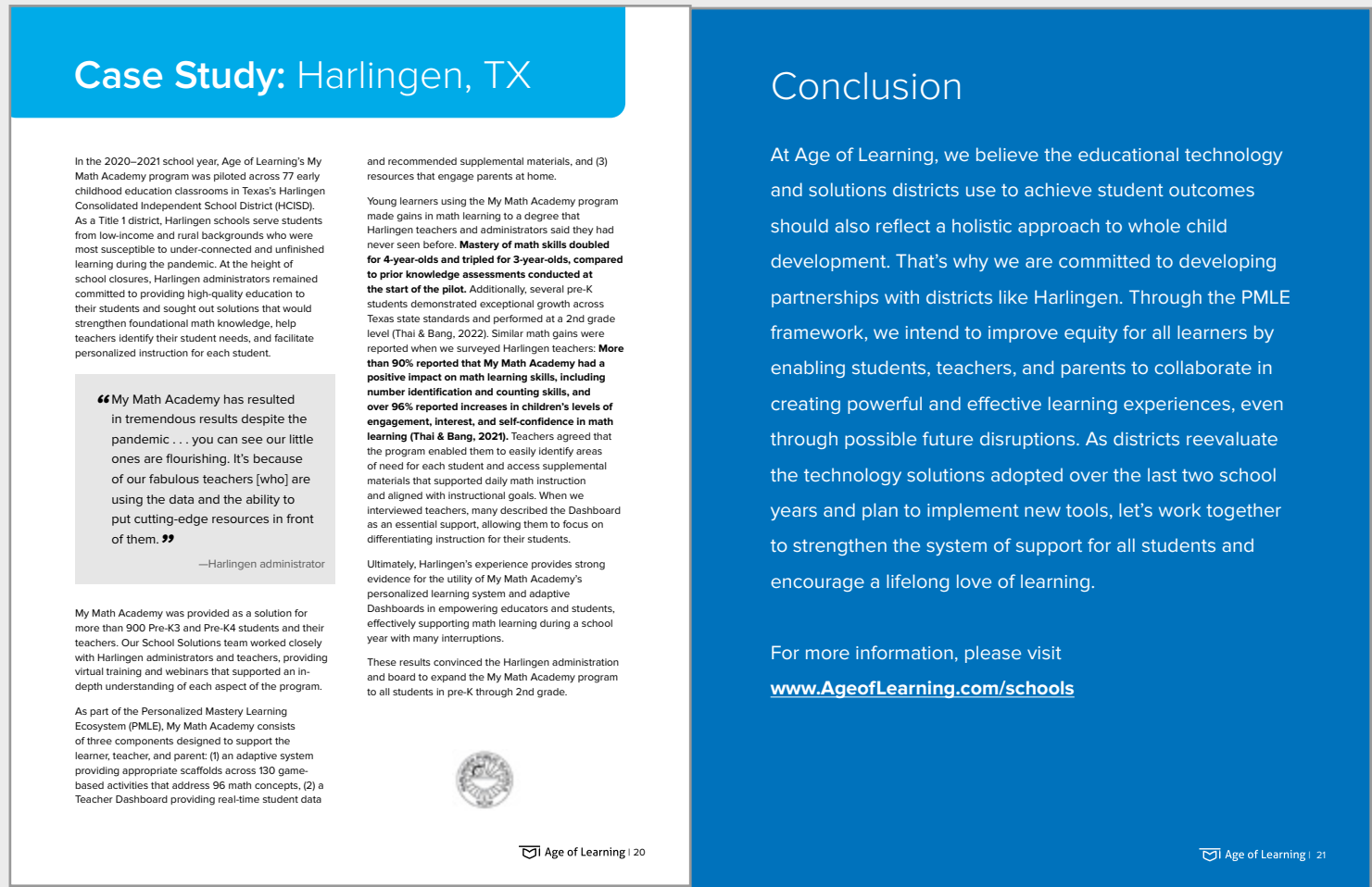
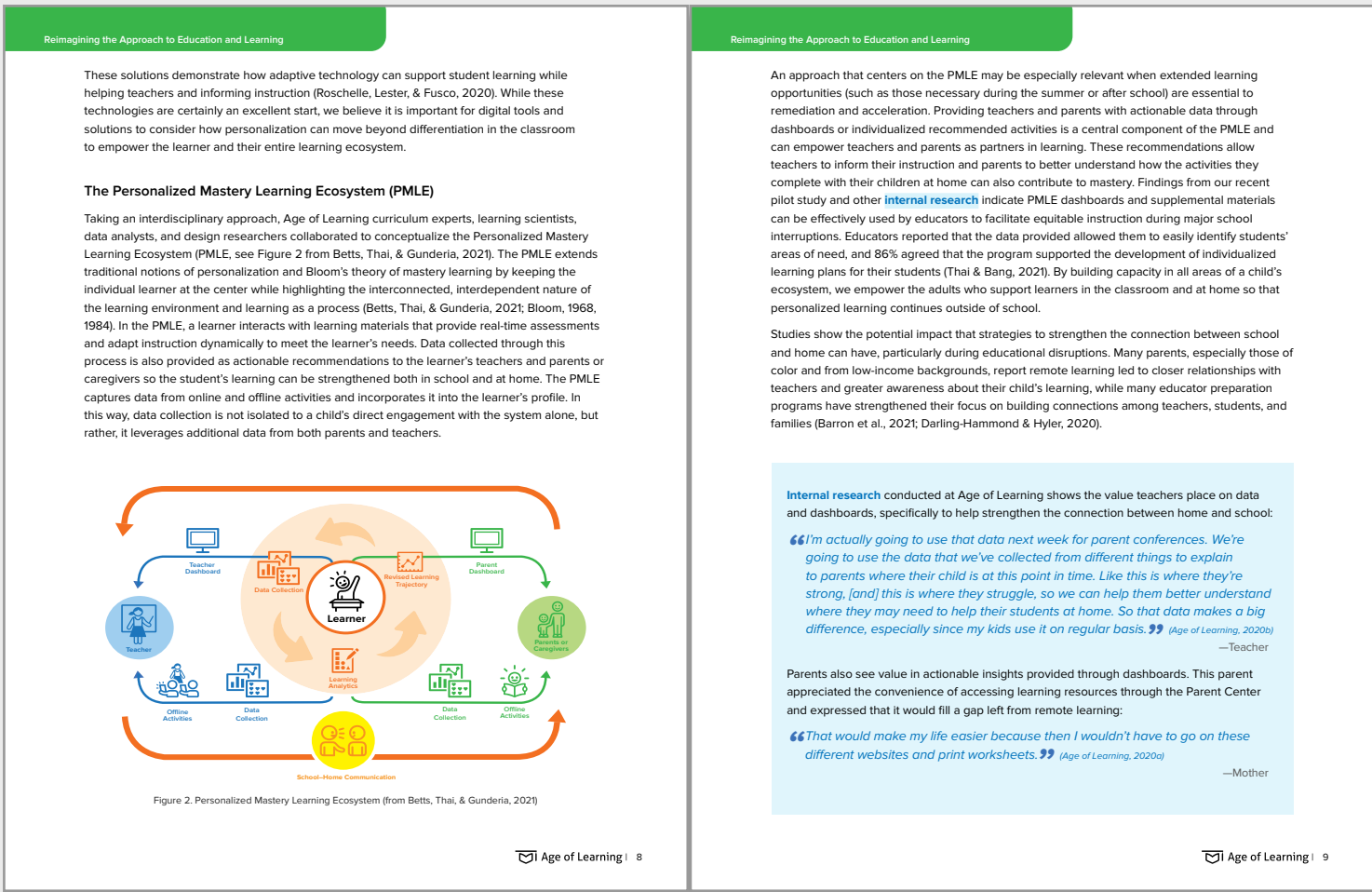
- Art directed and collaborated on print layout execution
- Adhered to a provided campaign look for the cover design
- Executed the mechanical prep and preflight for both offset printing and digital PDF distribution



COVER



sample interior spreads



Michelle Schott

Print and Digital Layout: Efficacy Research White Papers

MichelleSchott.com

Studio.Schott@gmail.com

Michelle Schott

2-Page Research Overview Flyer (top left)


- Conceived and templated a corporate standard for Efficacy Research documentation
- Established guidelines, standards, and color palettes for consistency including charts and graphs

Long-Form Research Brief template (below)

Additional Efficacy Titles (top right)

AgeofLearning.com/Research

front



My Math Academy
My Reading Academy
RESEARCH BRIEF
JULY 2023

Head Start and Pre-K Students Using My Math Academy and My Reading Academy Experience Significant Gains in Math and Reading Skills

—Hee Jin Bang, PhD, Amanda Siebert-Everson, PhD

Key Findings


- In a district where more than 63% of students were identified as being at risk, 96% of Head Start and pre-K students who used My Math Academy for at least 30 minutes a week ended the school year "On Track" in math on the state-administered standardized assessment.
- Eighty-six percent of Head Start and pre-K students who used My Reading Academy for at least 30 minutes a week ended the school year "On Track" on the critical skill of Phonological Awareness on the state-administered standardized assessment.
- Teachers indicated that My Math Academy and My Reading Academy helped their students become more engaged and confident about learning. They also found the programs to be valuable resources that empowered them to provide personalized learning opportunities for students with diverse needs.

1

1. Vice President, Efficacy Research and Evaluation, Age of Learning Inc.
2. Efficacy Researcher, Age of Learning Inc.
3. Director of Research, Age of Learning Inc. The following report covers the National Assessment of Educational Progress (NAEP) Long-term Trend Assessment in Reading and Mathematics.

front

interior pages



My Math Academy
My Reading Academy
RESEARCH BRIEF
JULY 2023

Head Start and Pre-K Students Using My Math Academy and My Reading Academy Experience Significant Gains in Math and Reading Skills

—Hee Jin Bang, PhD, Amanda Siebert-Everson, PhD

Key Findings

- In a district where more than 63% of students were identified as being at risk, 96% of Head Start and pre-K students who used My Math Academy for at least 30 minutes a week ended the school year "On Track" in math on the state-administered standardized assessment.
- Eighty-six percent of Head Start and pre-K students who used My Reading Academy for at least 30 minutes a week ended the school year "On Track" on the critical skill of Phonological Awareness on the state-administered standardized assessment.
- Teachers indicated that My Math Academy and My Reading Academy helped their students become more engaged and confident about learning. They also found the programs to be valuable resources that empowered them to provide personalized learning opportunities for students with diverse needs.

1

1. Vice President, Efficacy Research and Evaluation, Age of Learning Inc.
2. Efficacy Researcher, Age of Learning Inc.
3. Director of Research, Age of Learning Inc. The following report covers the National Assessment of Educational Progress (NAEP) Long-term Trend Assessment in Reading and Mathematics.

interior pages

back

various cover layouts



As Age of Learning’s in-house design agency, the Creative Services department was tasked with the support of all arms of business. One example is this prototype design that included flash cards, sticker sheets, and activity workbooks inside a vinyl case that was published for nationwide retail release in association with Bendon Publishing.

Michelle Schott

B2C Graphic Design: Merchandise Licensing

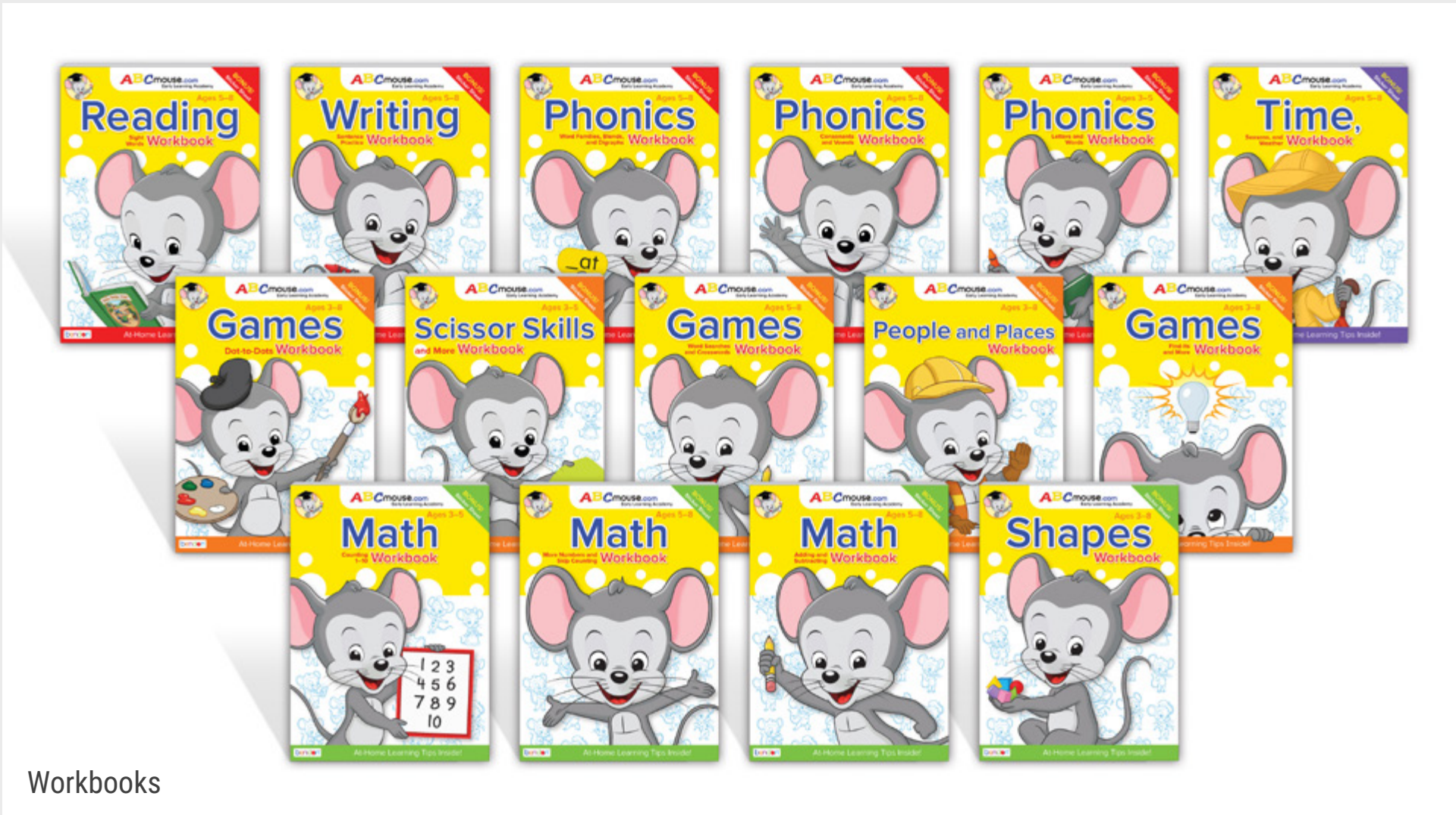
MichelleSchott.com

Studio.Schott@gmail.com

[Michelle Schott](#)

ABCmouse Learn-at-Home workbooks, activity kits, and hardcover book series for nationwide retail release (e.g., Target, Walmart, Costco, Sam’s Club, Aldi)

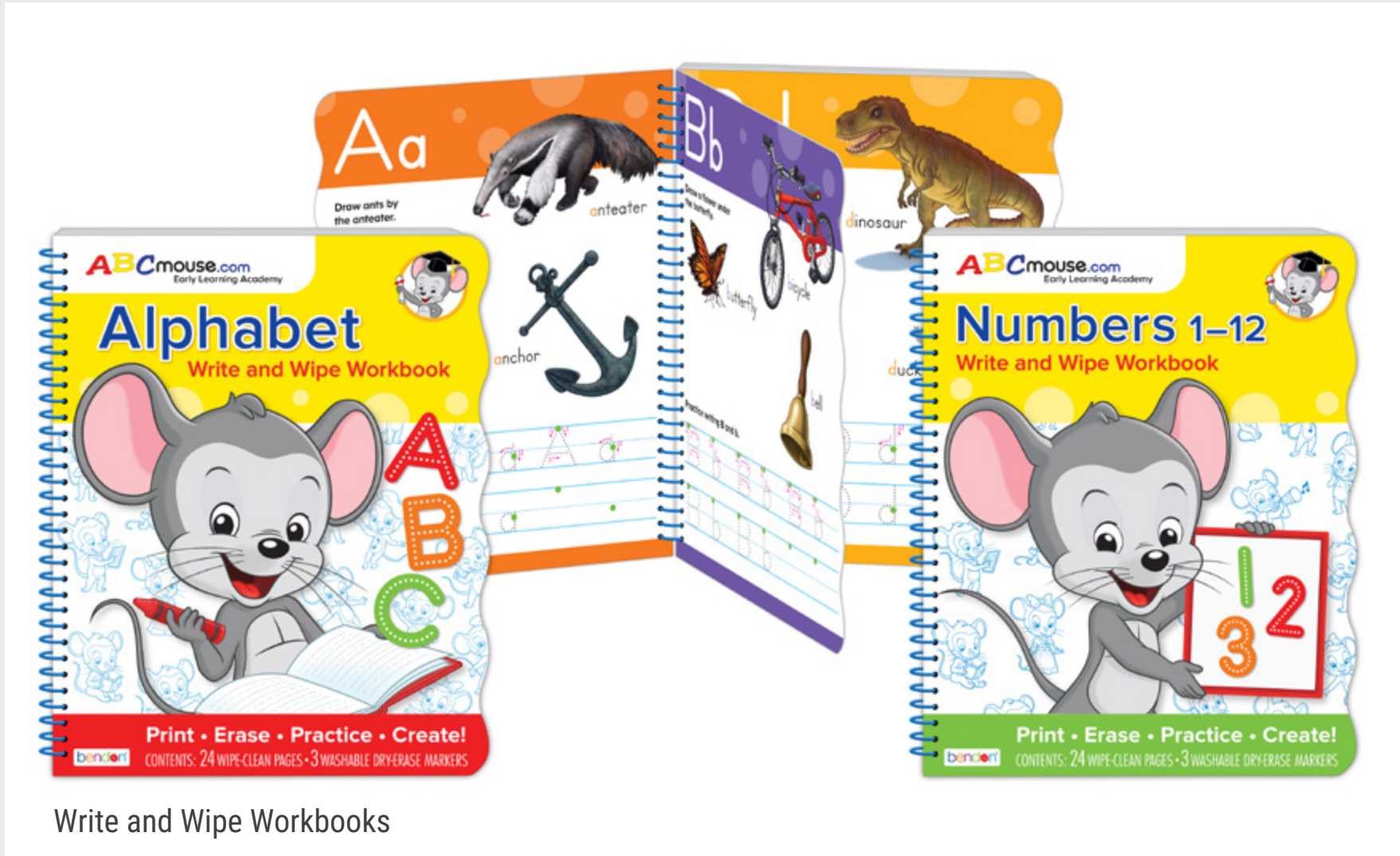
- Converted over 1,000 in-app content pages into print-ready assets
- Designed and produced an initial set of 15 80-page workbooks, several workbook recombinations, and various activity sets
- Reconfigured content for retailers based on back-to-school line plans



Workbooks



ABCMouse Starter Pack collection



Write and Wipe Workbooks



Learn-at-Home Activity Sets: Pre-K and Kindergarten



Learn-at-Home Activity Sets by subject

Michelle Schott

Merchandise Publishing: ABCmouse Story Books

MichelleSchott.com

Studio.Schott@gmail.com

[in](#) [Michelle Schott](#)

ABCMouse Beginning Reader series and Aesop Fables series

- Executed print layout of cover wrap and interior utilizing the provided illustrations for 16 separate titles
- Engineered mechanical deliverable file for offset printing per the publisher's side sewn template
- Previously sold by Kaplan at conferences
- Currently sold on [Amazon](#)



Bendon Publishing x ABCmouse redesign of select Beginning Readers and Fables

- Reconfigured cover designs from previously published cover art in line with Bendon x ABCmouse aesthetic
- Engineered mechanical deliverable file for offset printing per the publisher's specifications
- Sold at Walmart stores nationwide



Michelle Schott

Additional Hard and Soft Goods

MichelleSchott.com
Studio.Schott@gmail.com
[in](#) [Michelle Schott](#)



embroidery detail



Michelle Schott

Offline Learning Design: Retail Prototypes

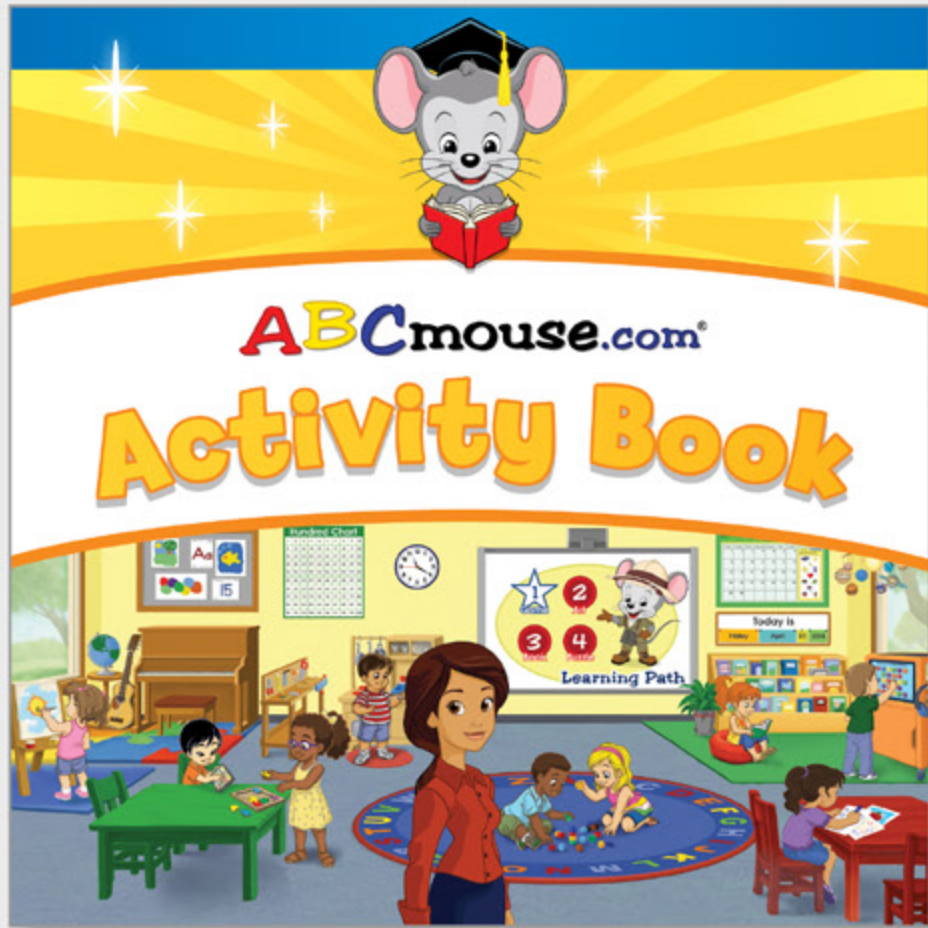
[MichelleSchott.com](https://michelleschott.com)

Studio.Schott@gmail.com

[Michelle Schott](https://www.linkedin.com/in/michelleschott)

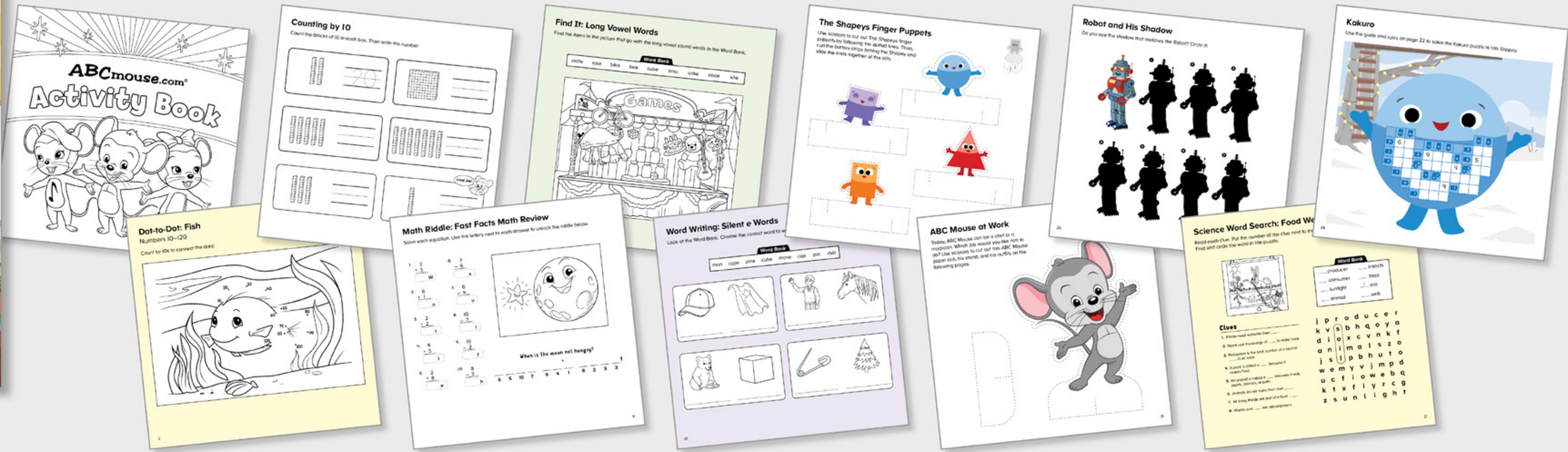
20-page ABCmouse activity book

- Created original activities including finger puppets, and ABC Mouse cut-outs
- Adapted in-app content for print ready pages
- Conceived, designed, and produced layout
- Executed the mechanical prep and preflight for offset printing



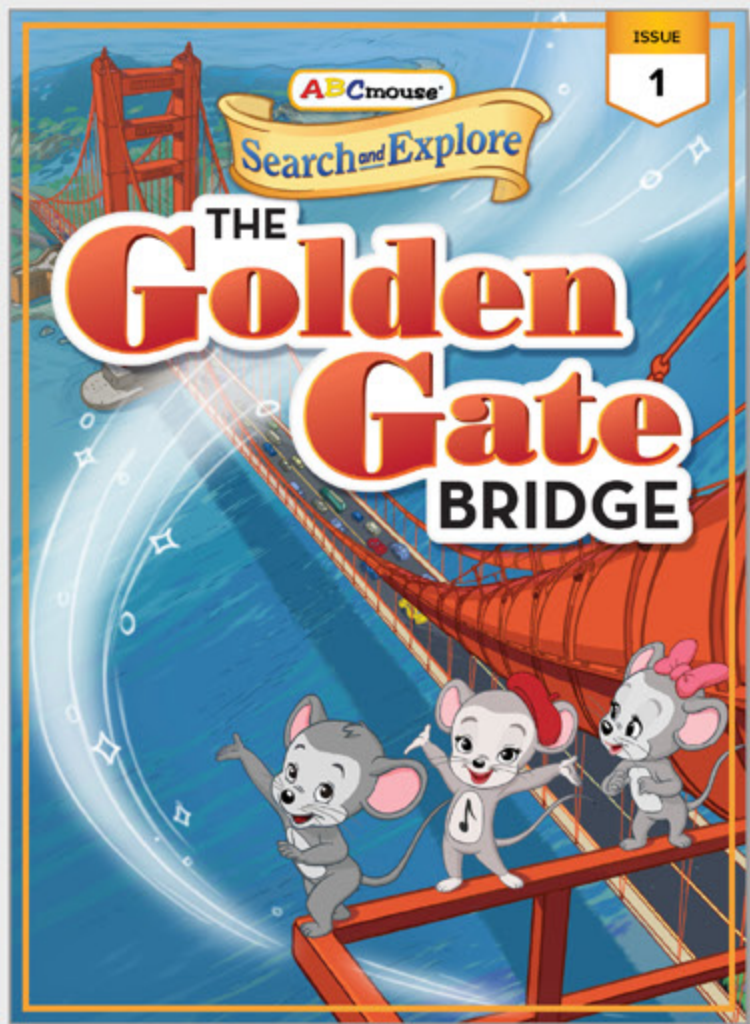
cover

sample interior pages



Graphic novel template and Issue 1 adaptation of the [Search and Explore animated episode](#)

- Extracted high-resolution images from video content; retouching as needed
- Storyboarded the novel frames and laid out the content for print
- Developed dialogue between characters with input from curriculum advisors
- Directed the illustration of new scenes as needed
- Developed a template for future graphic novel production



cover

sample interior spreads



Michelle Schott

Product Marketing and Promotional Design: Homeschool+ Program Launch

MichelleSchott.com

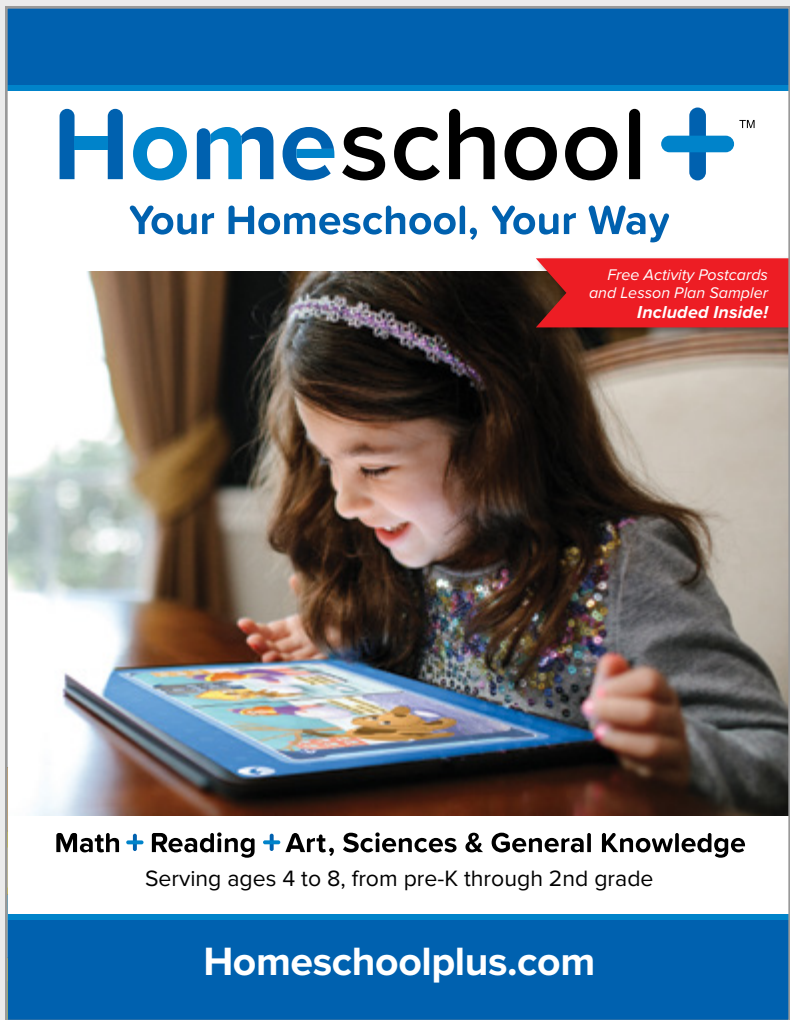
Studio.Schott@gmail.com

Michelle Schott

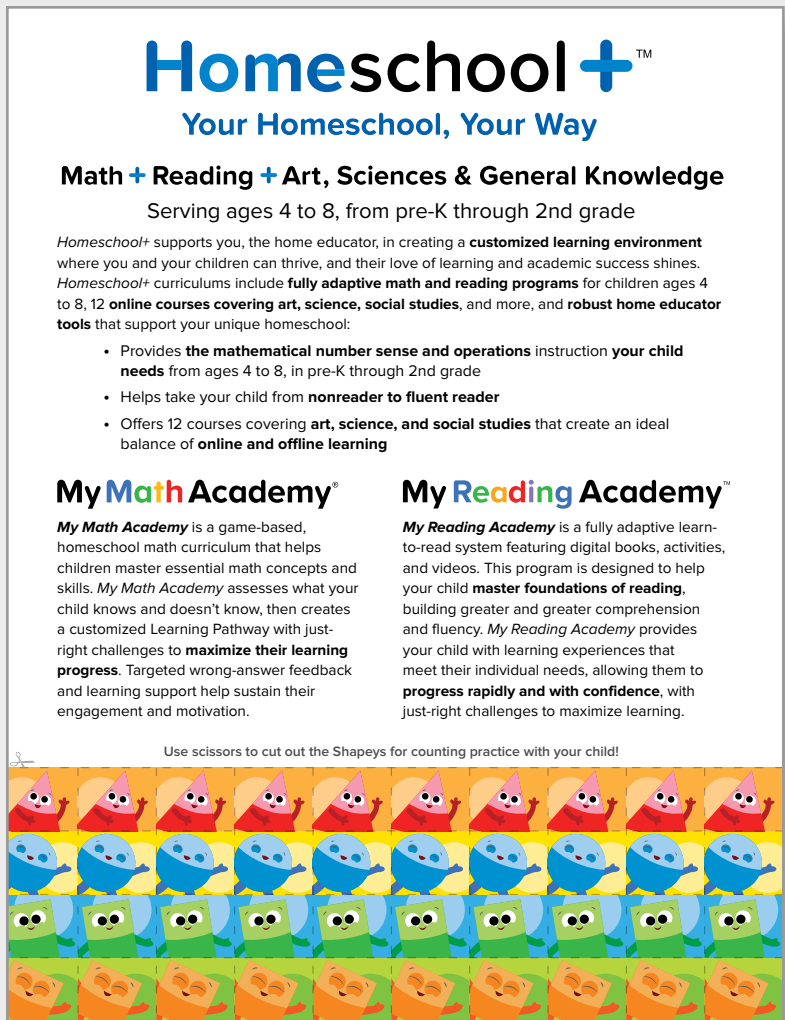
Multi-purpose marketing handout incorporating sample lessons, activities, and counting manipulatives

- Created template for outer trifold incorporating perforation and score lines
- Executed mechanical layout and preflight for offset printing of outer trifold and 20-page stitched interior

Templetized lesson plans on various subjects, ruled by type and object styles for fast production (bottom interior pages).

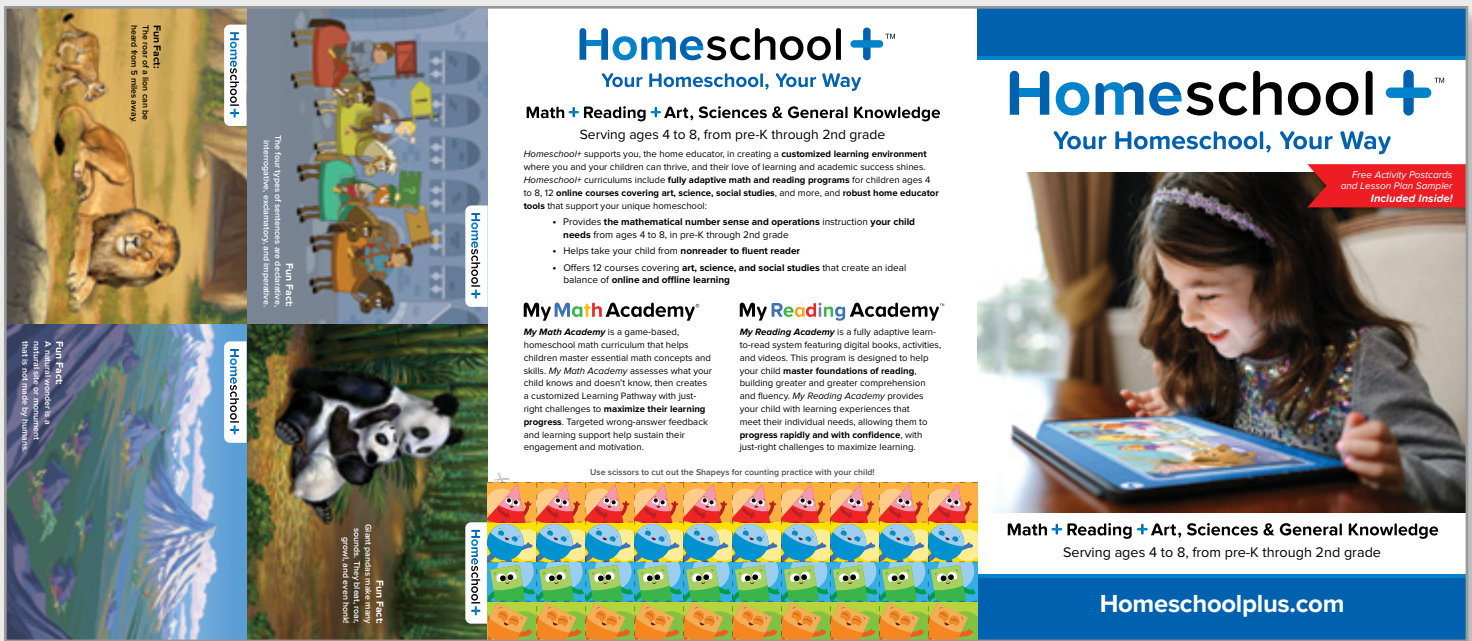


front cover

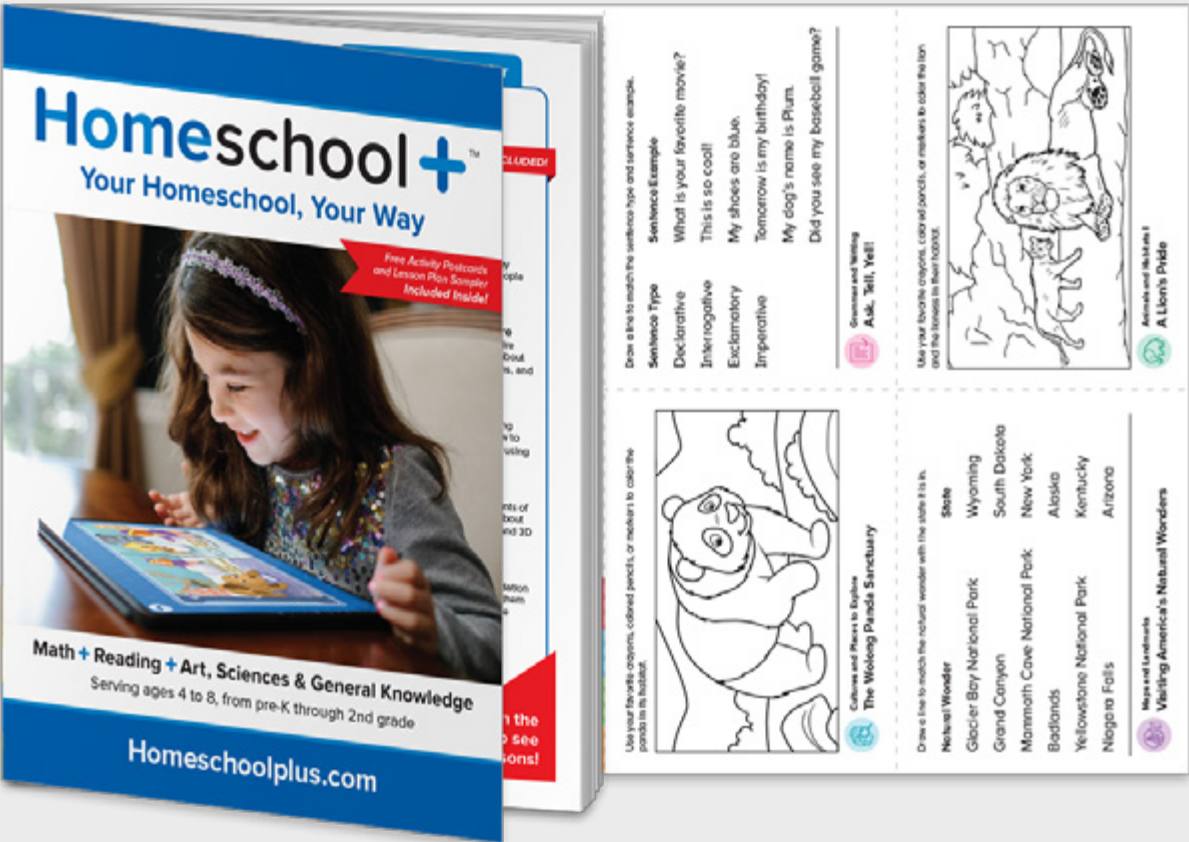
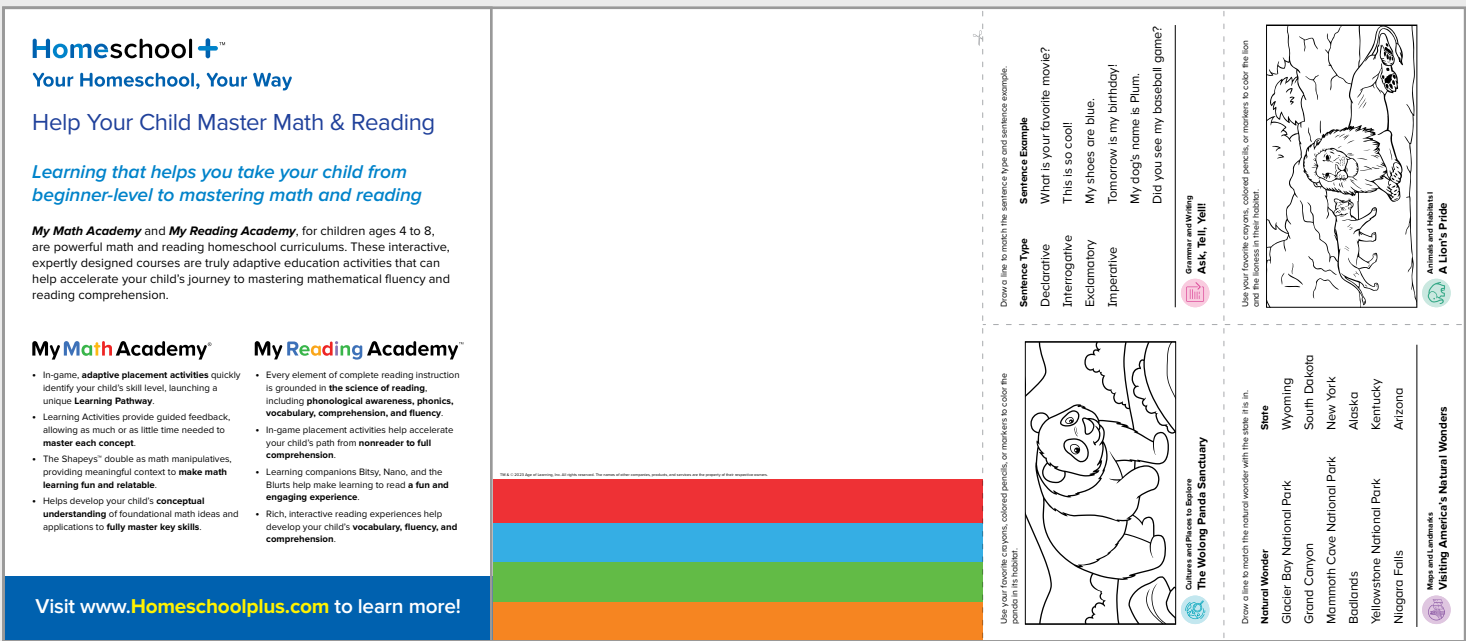


back cover

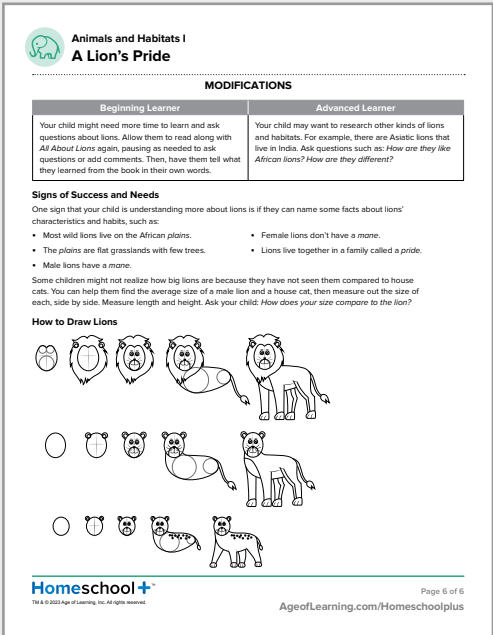
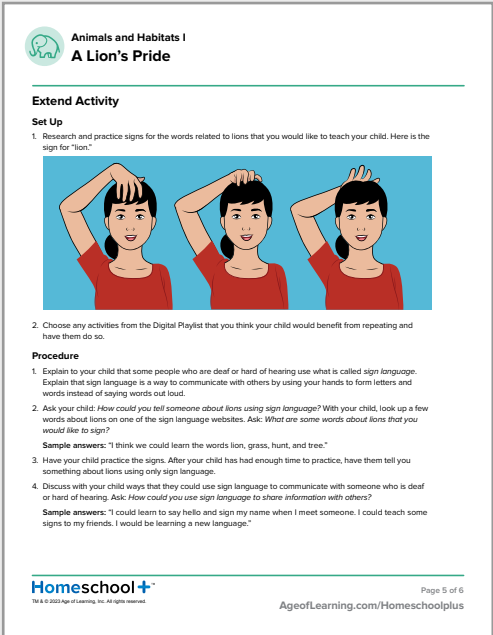
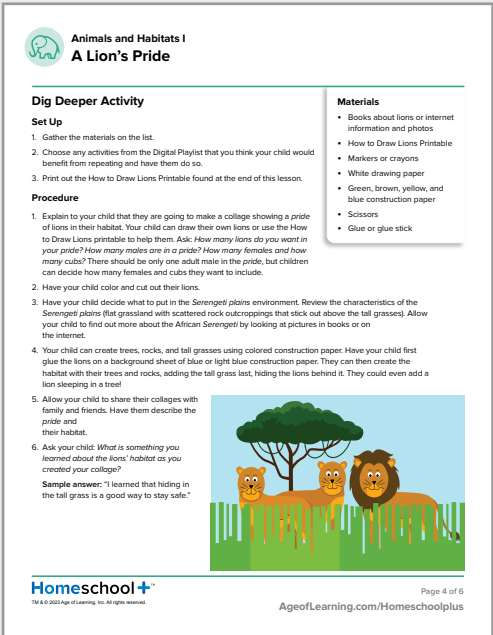
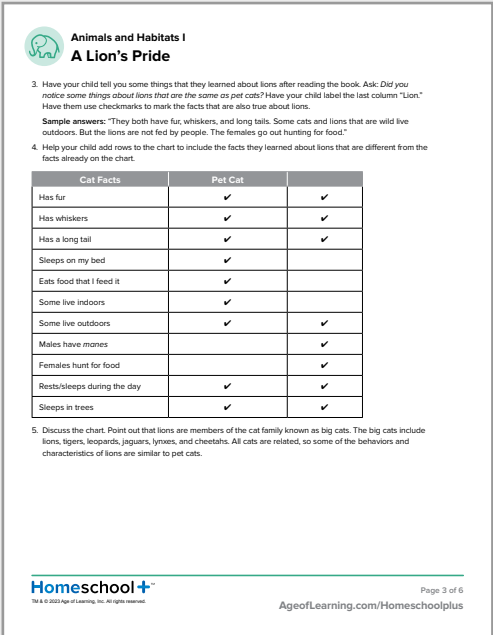
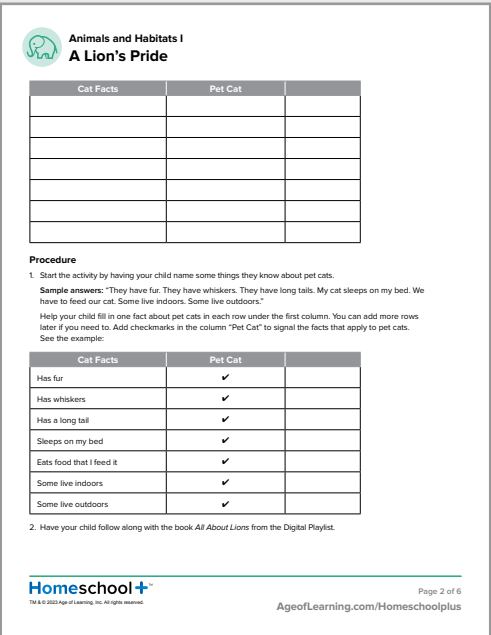
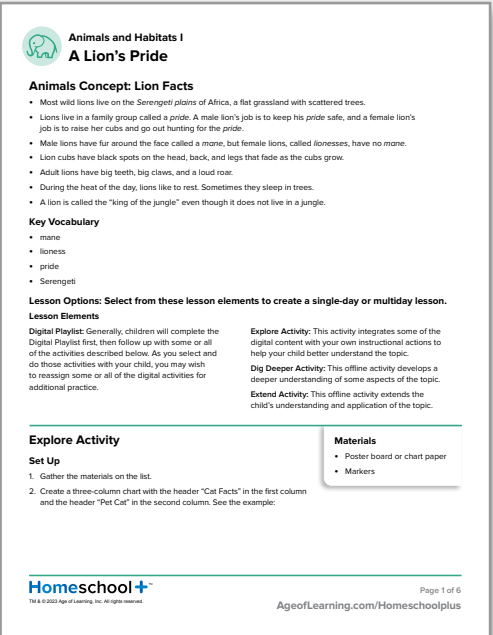
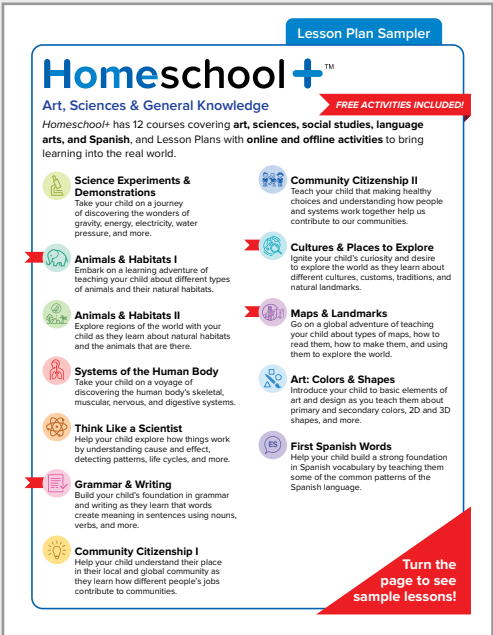
outside cover x3 panels with perforated back cover (center) and fold-in (left) panels



inside cover x3 panels



sample interior lesson plan pages



Michelle Schott

B2C Graphic Design: [Social Media Assets](#)

[MichelleSchott.com](#)

Studio.Schott@gmail.com

[in](#) [Michelle Schott](#)

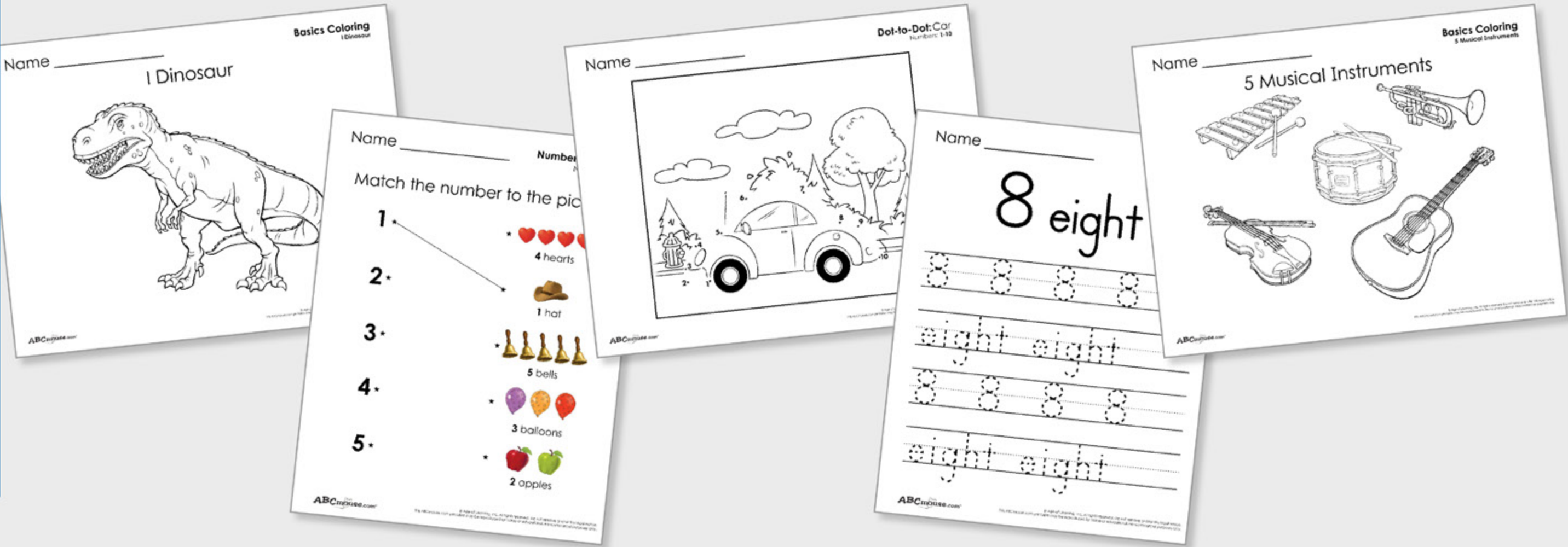
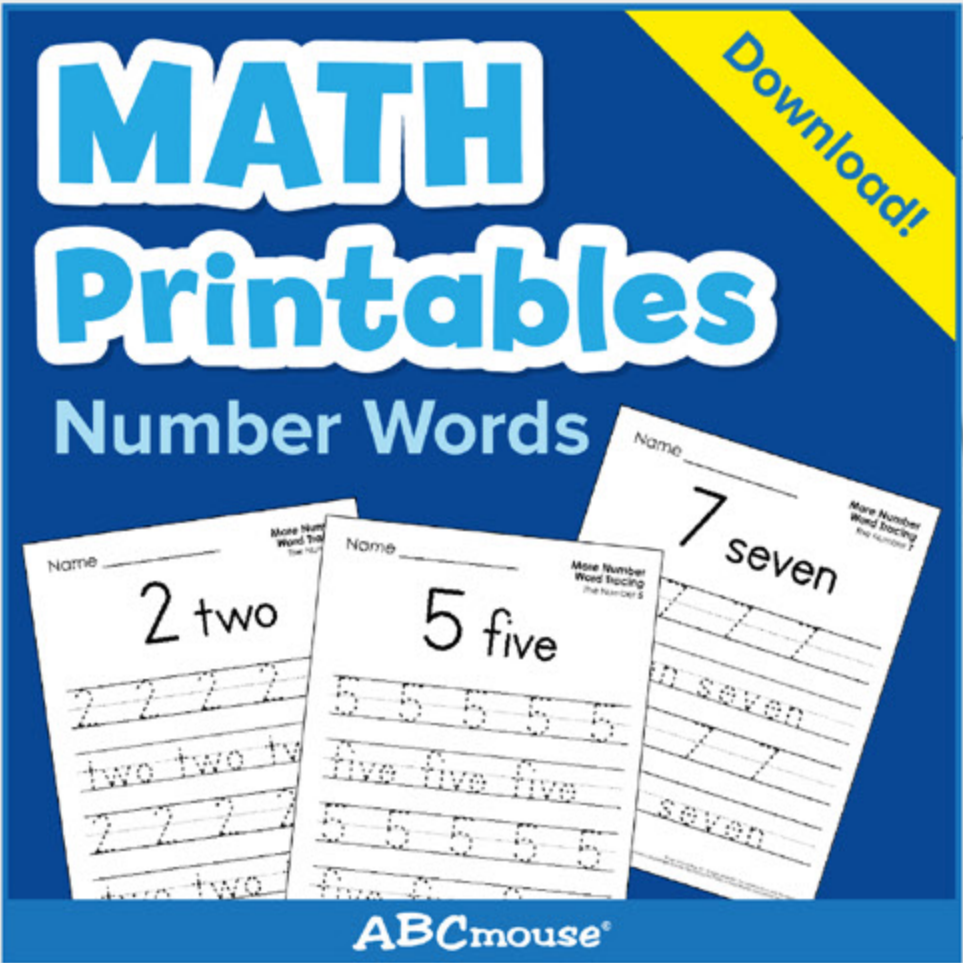
ABCmouse School continuity program featuring the [Learn@Home Initiative](#)

- Coordinated with the Curriculum department to deliver Learn-at-Home resources.
- Created templates for social media graphics on each topic, including color palette and type treatment style that also served as clickable website content
- Converted online content to offline downloadable PDFs as lessons paired with guidelines for caregivers



ABCmouse®
Learn@Home

The sudden need for social distancing in response to the spread of the COVID-19 virus has disrupted our normal routines. These resources are designed to help support families as they provide new learning experiences for children at home. You can use the tips and resources as a guide to using ABCmouse *Early Learning Academy* activities as part of a full day of learning.



Single cover art for digital platforms and printed CD sleeves.



Michelle Schott

B2C Graphic Design: [Album Artwork](#)

[MichelleSchott.com](#)

Studio.Schott@gmail.com

[in](#) [Michelle Schott](#)

Album art concept, design, and layout for CD packaging:

- Offset printed 4-panel digipack

- CD face accomplished in black and metallic blue ink applied to silver disk surface



Before my time at Age of Learning I worked for several years as a freelance designer. The following pages highlight a few of the wedding stationery and album artwork projects completed over the years.

At right is a 5"x7" invitation with matching A2 sized RSVP and Reception cards with original Capitol Building and Union Station illustrations. 2-color offset printed.



Michelle Schott

Wedding Stationery Design

MichelleSchott.com

Studio.Schott@gmail.com

[in](#) [Michelle Schott](#)

5"x7" trifold invitation, Mad-Lib style A2 RSVP card, and Thank You card, designed for 2-color offset print. Custom vector illustrations based on architectural elements of the National Cathedral and original artwork by [Johnathan Hallgrey](#).

