

Michelle Schott

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

A highly accomplished and fast acting problem-solver with 20+ years of experience transforming intricate concepts into powerful, on-brand visual narratives across diverse media and software platforms.



Table of Contents



Brand Cohesion

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



Corporate Communications

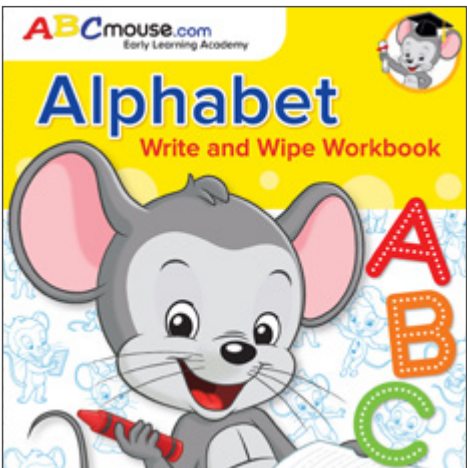


B2E design

- [Event Production](#)
- [Backdrops and Environments](#)
- [Merchandise/Swag](#)
- [Signage/Wayfinding](#)
- [Presentations](#)
- [Marketing Collateral](#)
- [Training and Implementation](#)
- [Additional Event Environments](#)

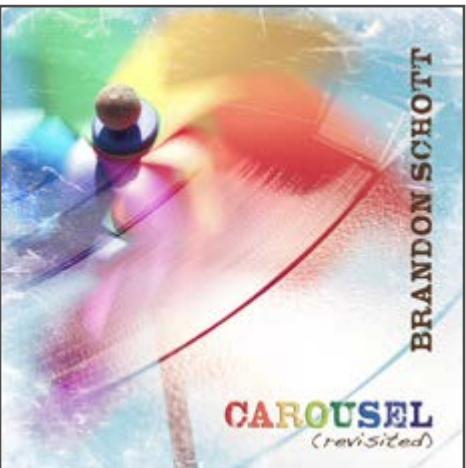


Stationery



B2C design

- [Merchandise Licensing](#)
- [Retail Design](#)
- [Additional Hard and Soft Goods](#)
- [Social Media Graphic](#)
- [Marketing Collateral](#)



Album Art

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Brand Identity: Training, Guidelines, Standards, Resources

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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 (including style and content for [editorial style training video](#)).
- 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: #1178CC
CMYK: 100, 50, 0, 0
PMS 300

Light Blue
RGB: #00B1DF
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

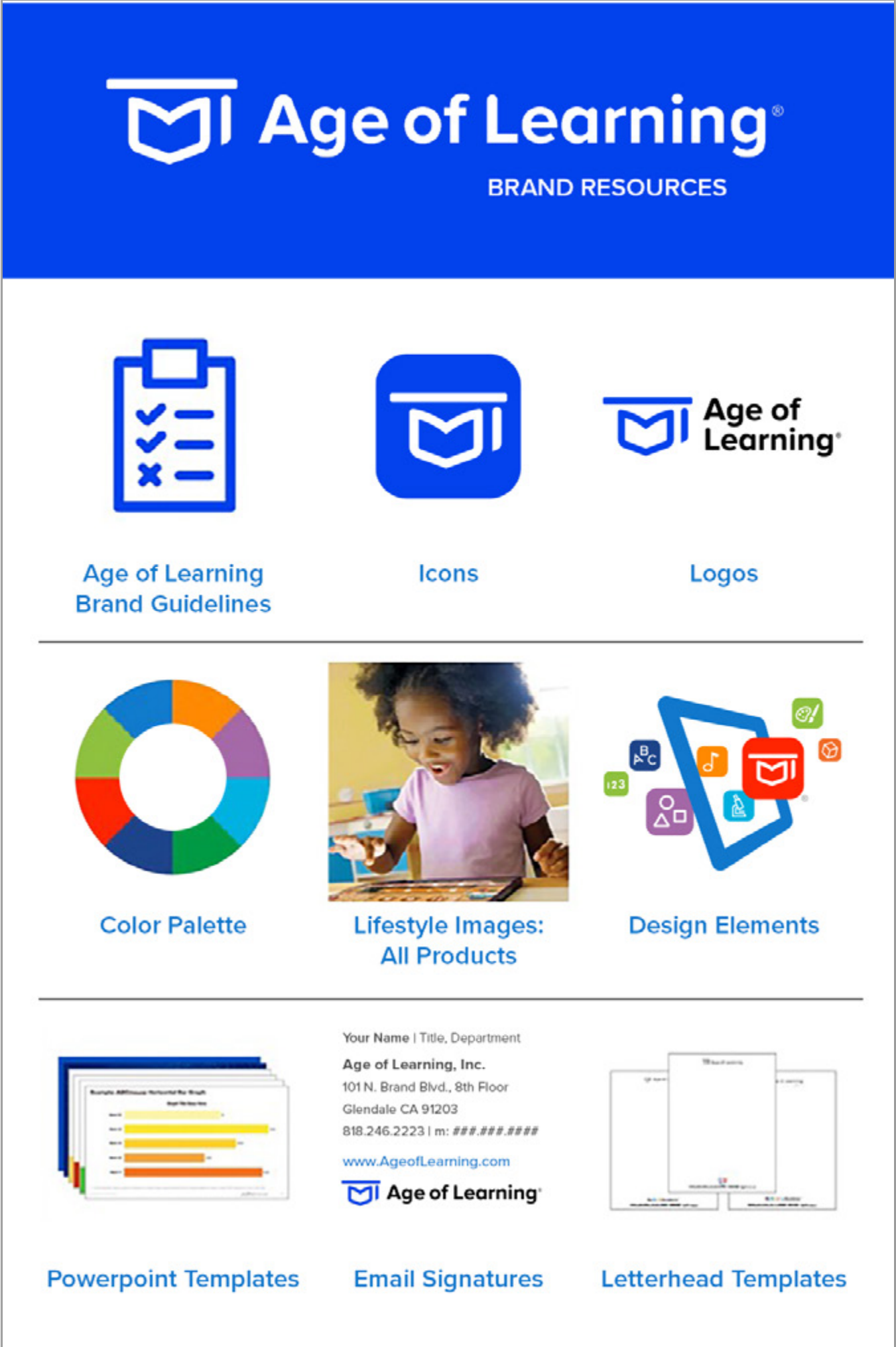
Dark Green
RGB: #009A44
CMYK: 93, 0, 100, 0
PMS 347

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

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



product-specific powerpoint templates

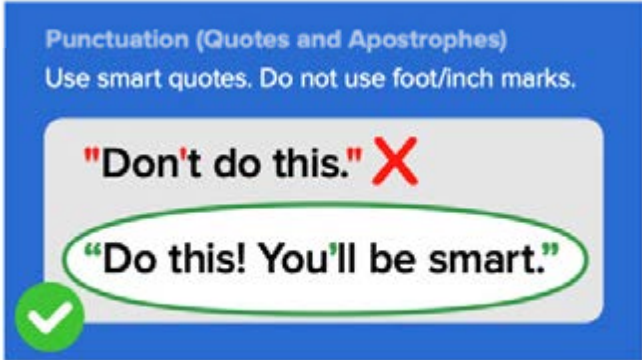
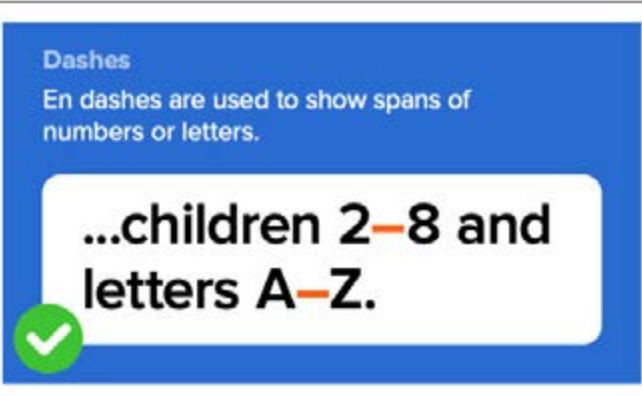
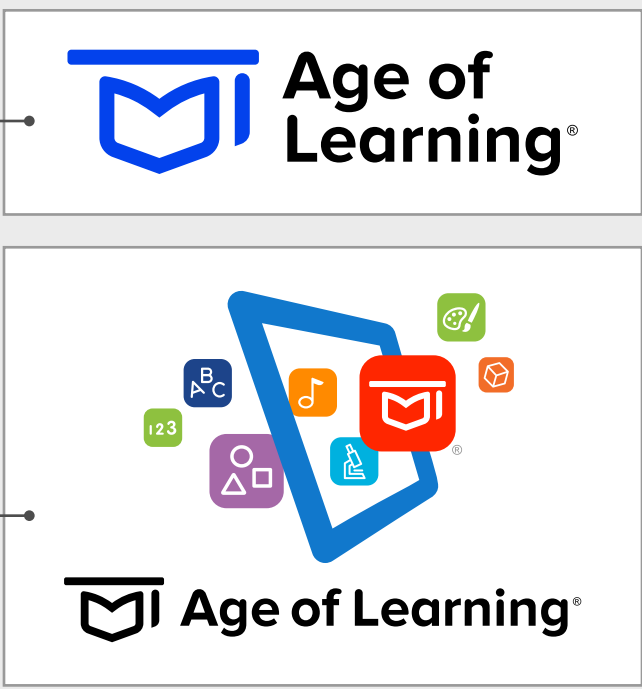


ABCMouse Print

custom designed proprietary fonts

ABCMouse Sans

ABCMouse Cursive



vector art examples, editorial style training video

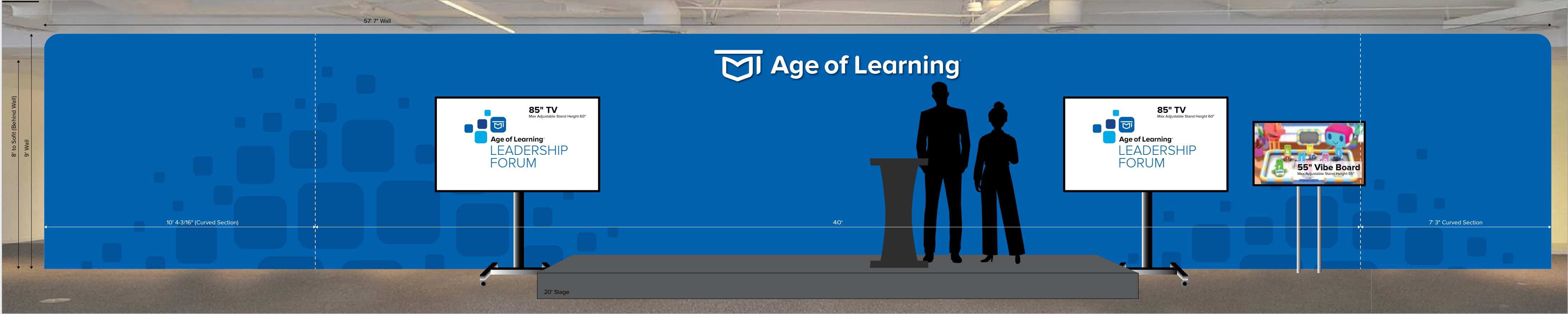
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Age of Learning Leadership Forum Experience

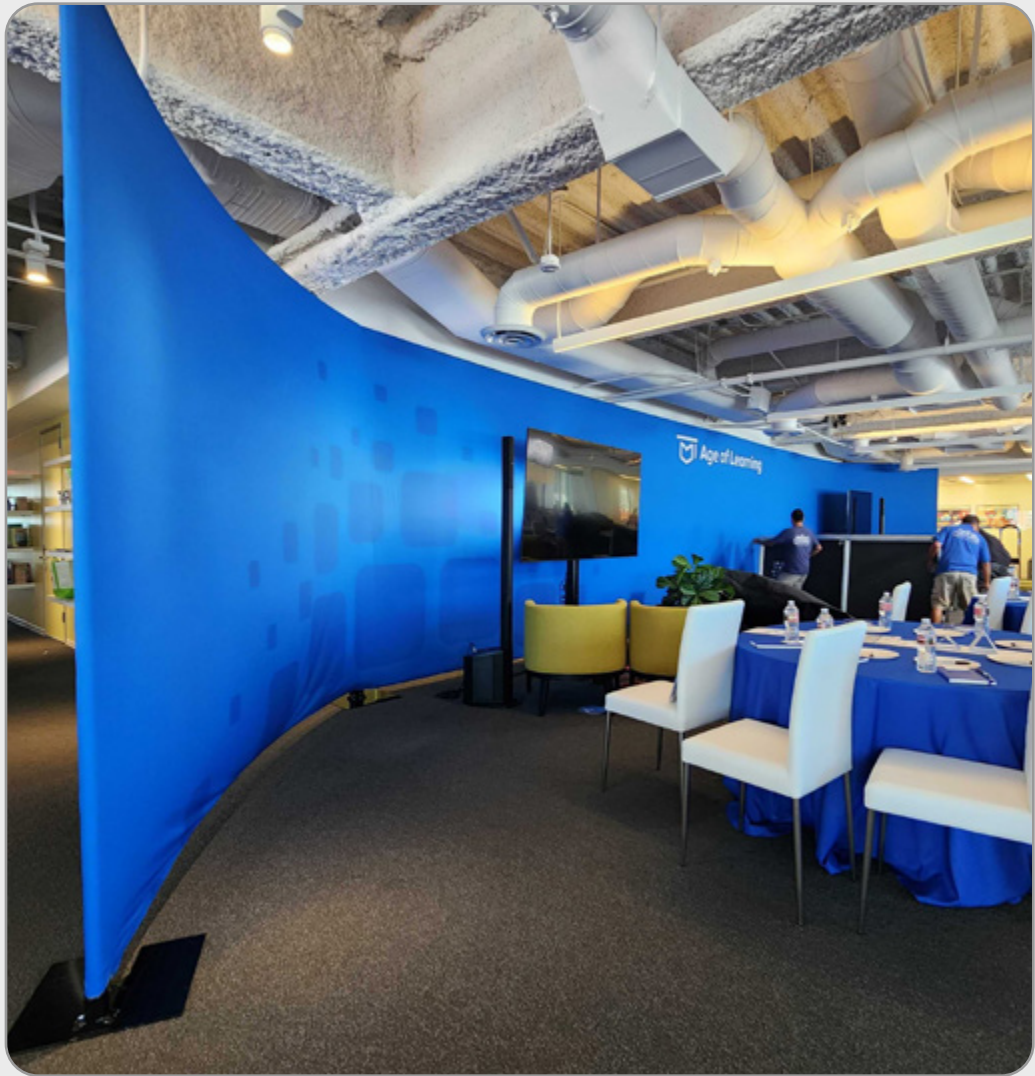
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The Age of Learning Leadership Forum was a multi-day collaborative learning and professional development experience tailored for education decision-makers which resulted in \$3M in new account revenue.

- Oversaw team of designers, and worked with construction vendors to design an in-office conference venue.
- Created keynote presentation decks and wayfinding signage.
- Directed campaign visuals, overseeing all creative aspects.



stage backdrop



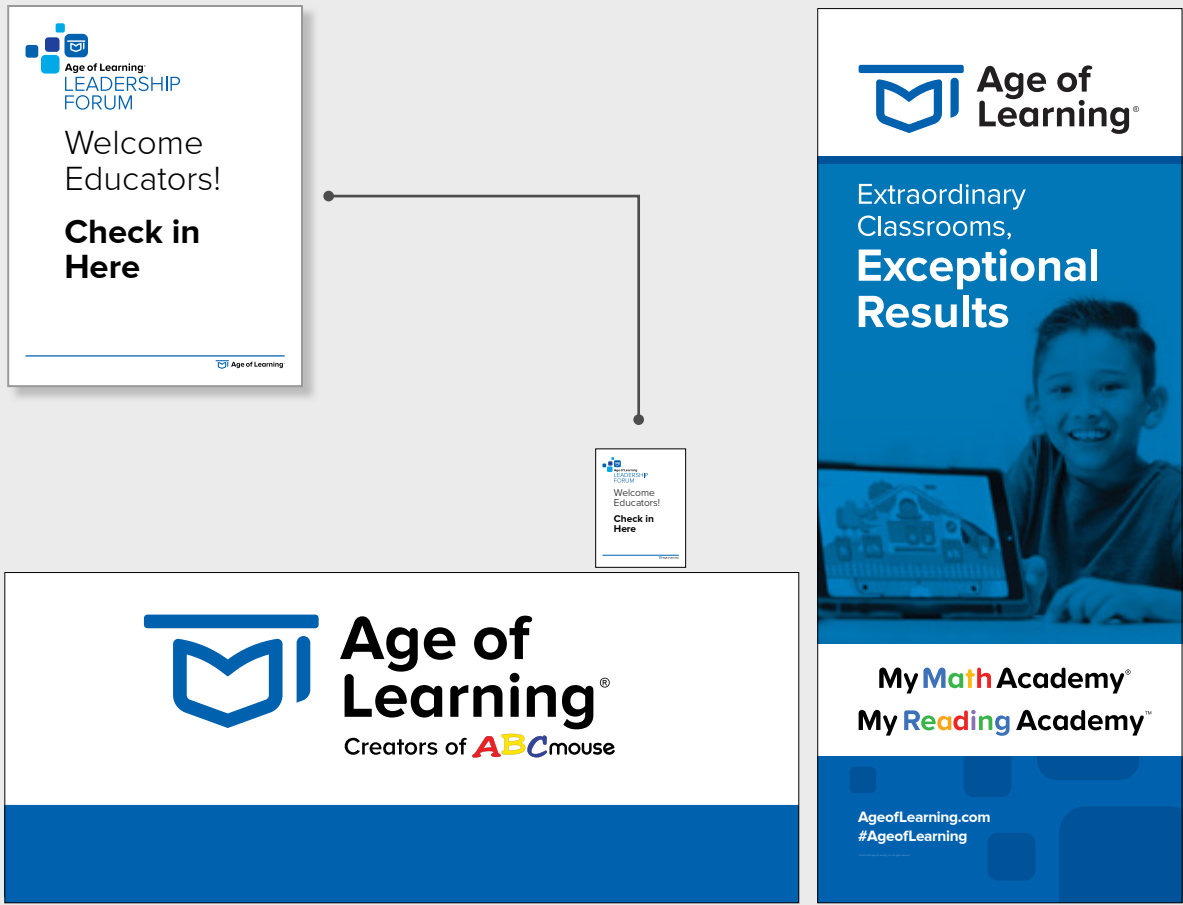
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Guest greeting and wayfinding design and strategy

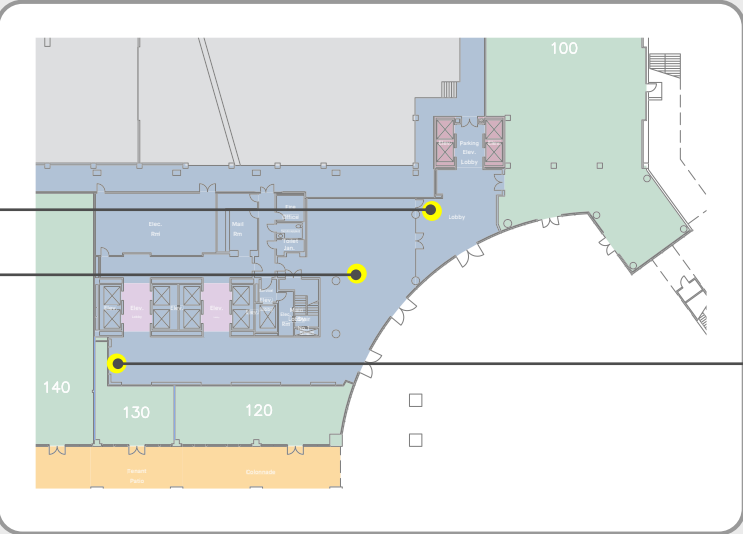
- Table cloths
- Table top signage
- Pull-up banners
- Posters



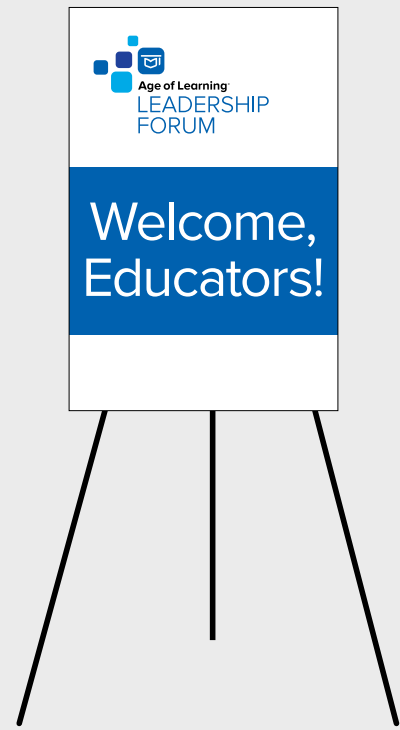
hotel check-in station

Guest placesetting and table items

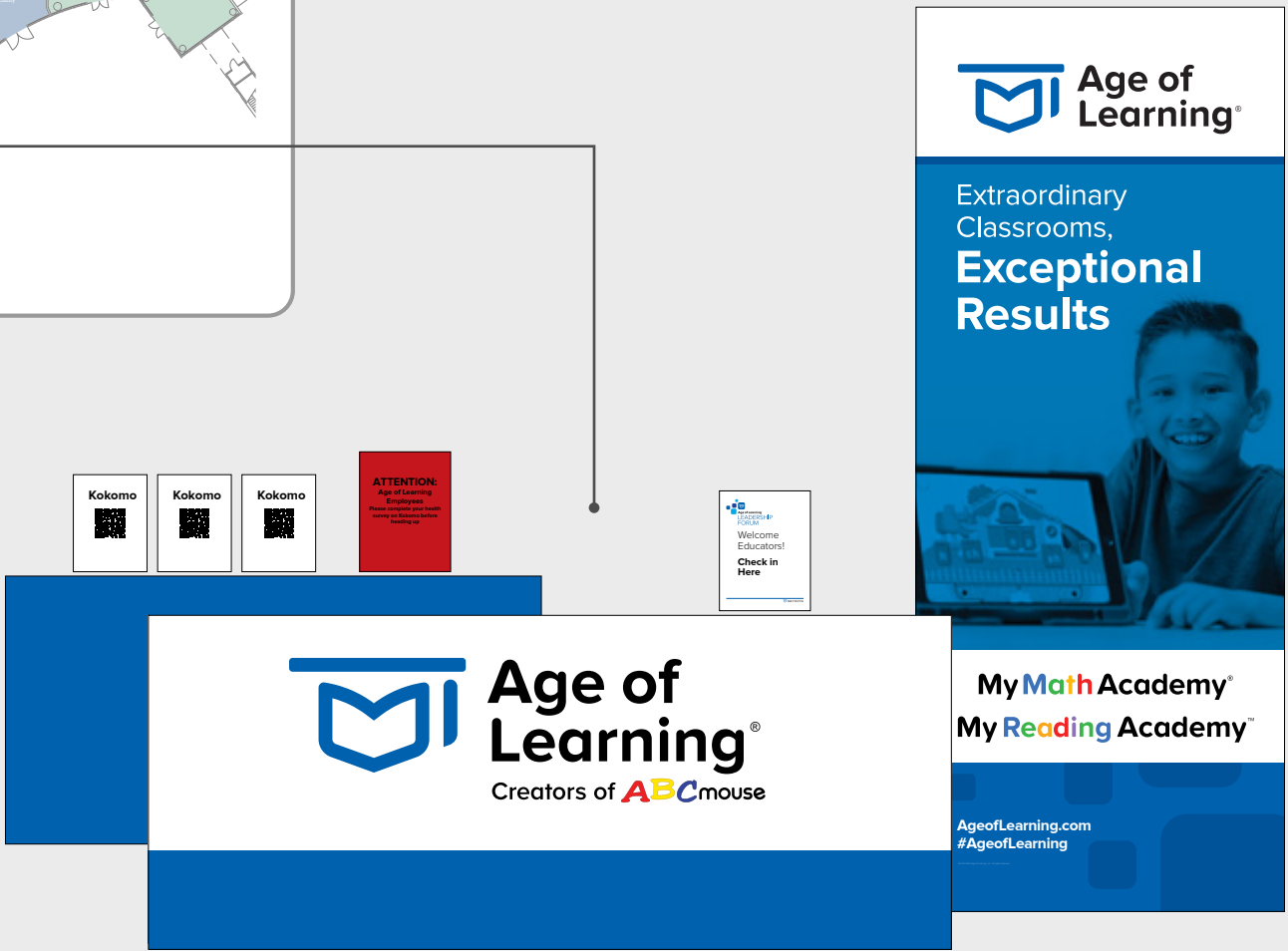
- Tablecloth
- Table runner
- Small flower centerpieces
- Table number
- Wifi information table tent
- Moleskin notebooks
- Rollerball pens
- Post-it notes
- Reusable mugs



lobby stations



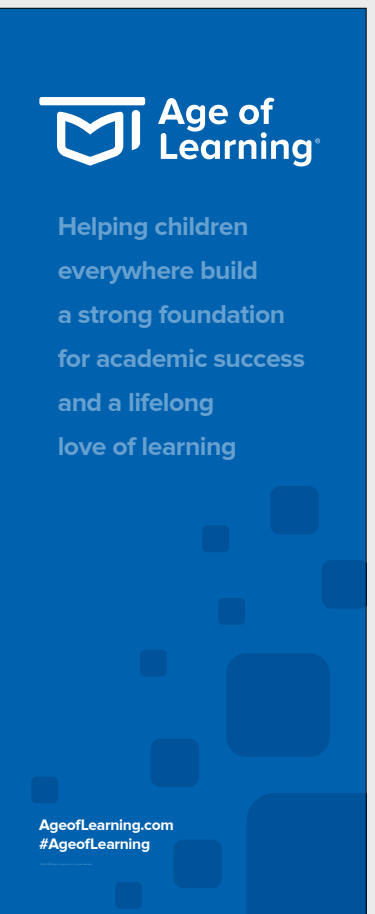
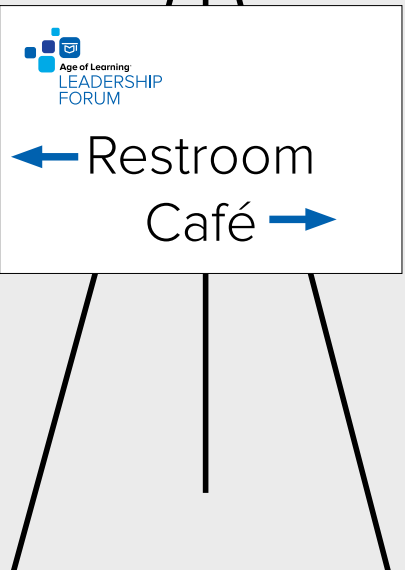
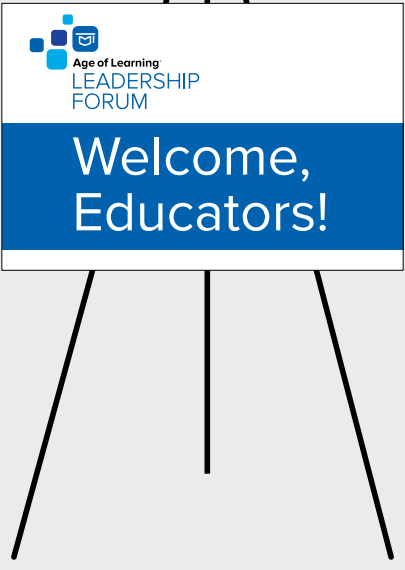
general signage



guest check-in at elevator bank



7th floor signage and wayfinding



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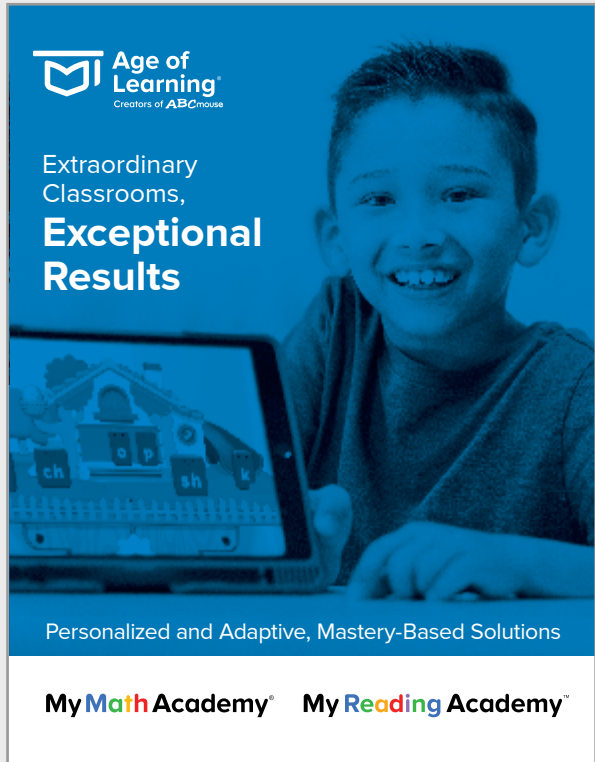
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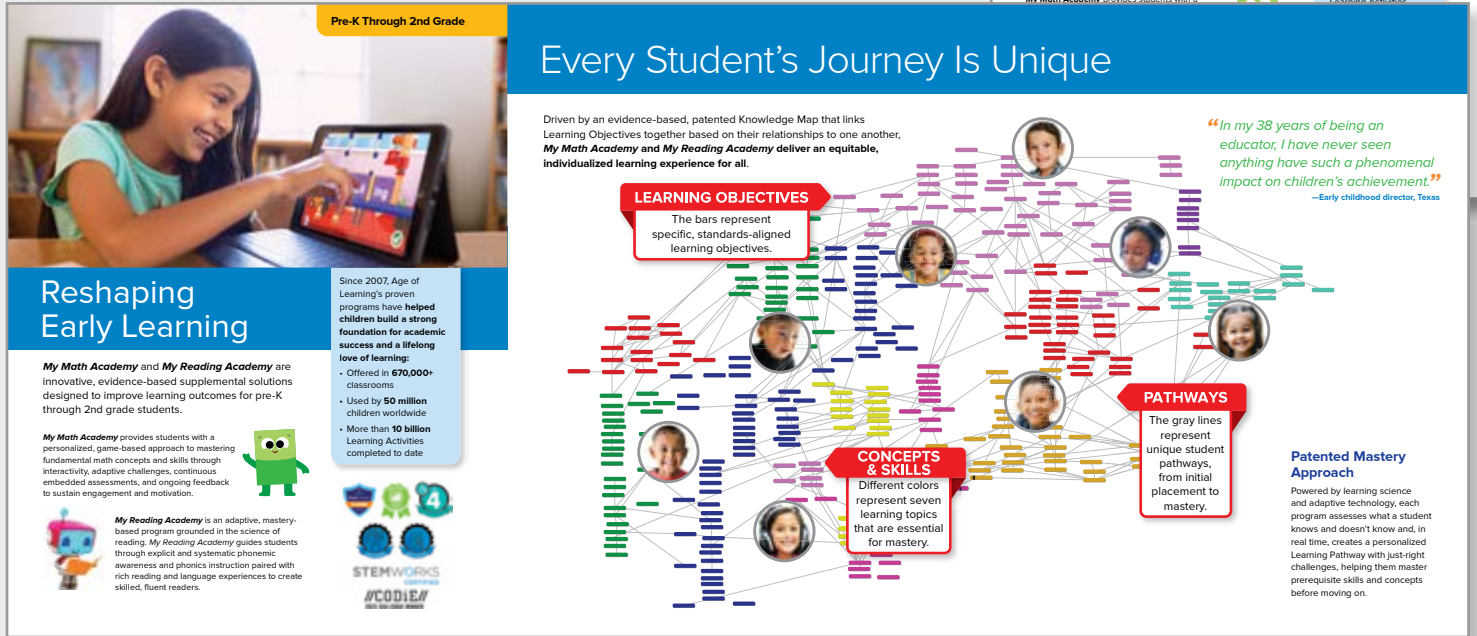
Campaign Visuals:

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



front cover

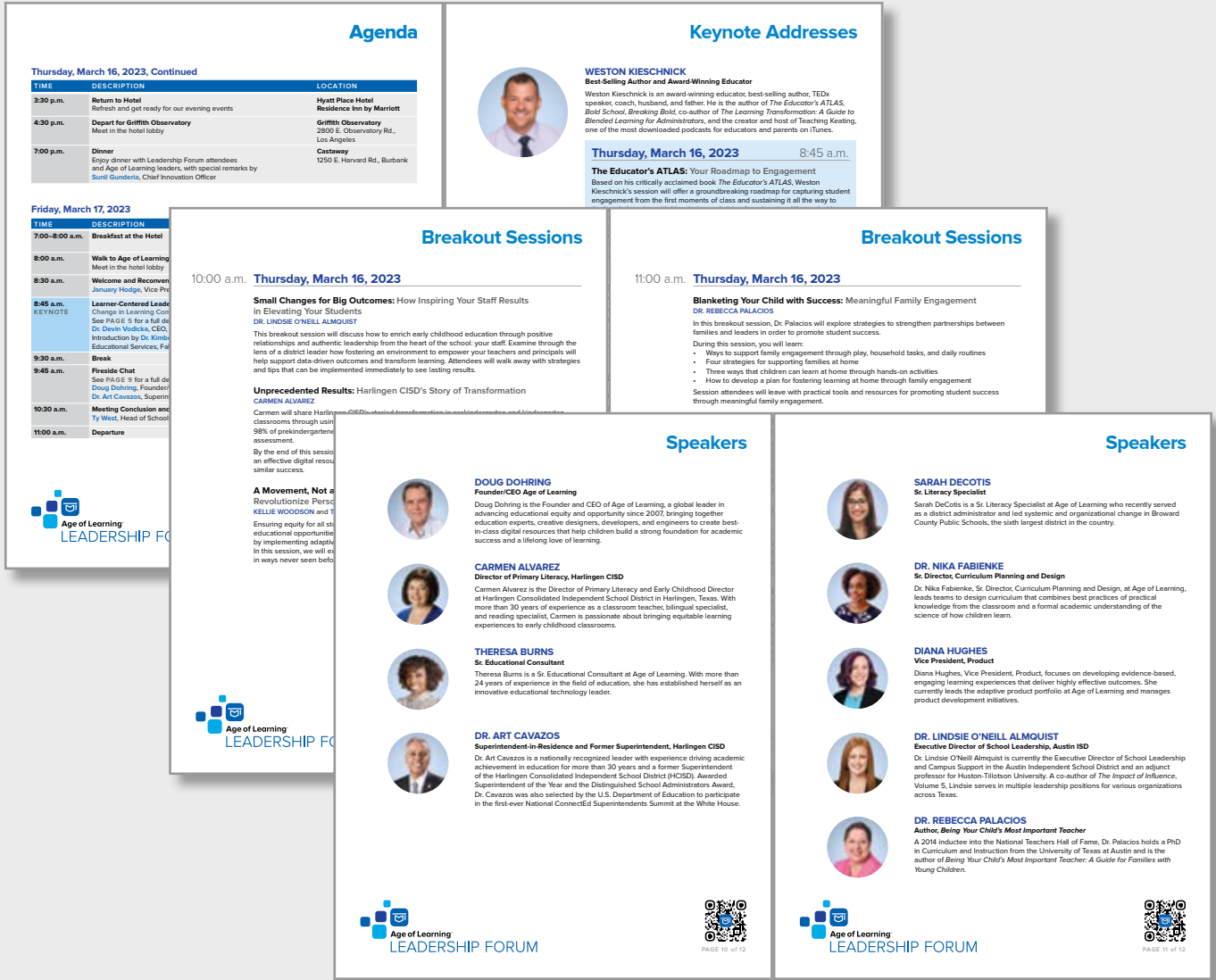
inside x3 panels



inside view, fold-in panel



back cover




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Age of Learning Leadership Forum Experience

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Presentation Graphics


- Powerpoint templates and presentation decks branded to the event



Age of Learning[®]
LEADERSHIP FORUM

September 27, 2023

PROPRIETARY & CONFIDENTIAL




January Hodge
Vice President, Sales

Welcome Introduction

PROPRIETARY & CONFIDENTIAL

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 Willits	
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

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 also shows that students using *My Reading Academy* and *My Math Academy* closed their learning gap by 85%.

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	✓	✓
Caregiver Center translatable into multiple languages	✓	✓
Embedded supports in offline activities	✓	✓
Spanish language 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: <i>My Reading Academy</i> / <i>My Math Academy</i>
	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: <i>My Reading Academy</i> / <i>My Math Academy</i>
	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: <i>My Reading Academy</i> / <i>My Math Academy</i>

THANK YOU

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Promotional Design: B2E Schools Campaigns

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My Reading Academy Program Overview Brochure

- Collaborated with the VP, Schools 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, templating, and streamlined approvals resulting in an 83% increase in deliverables over 18 mos.



front cover



back cover

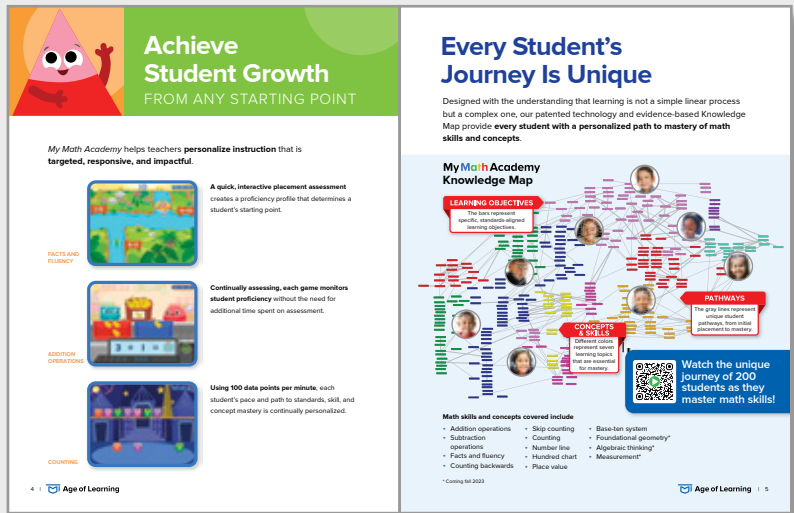
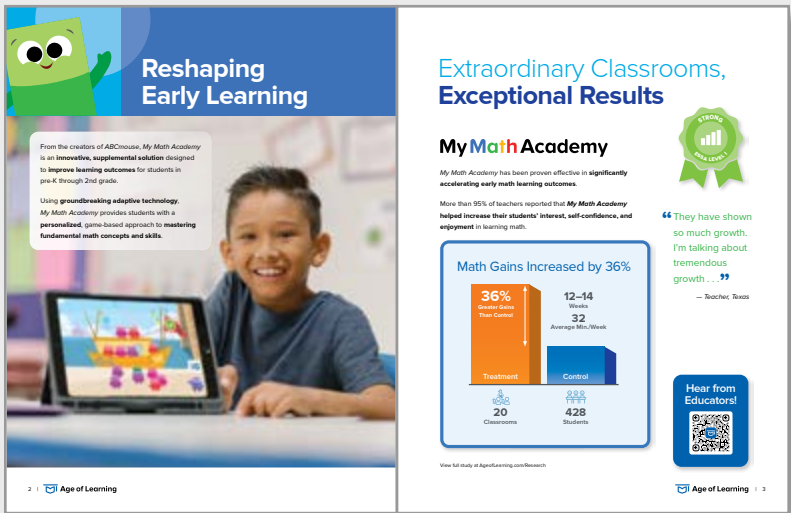
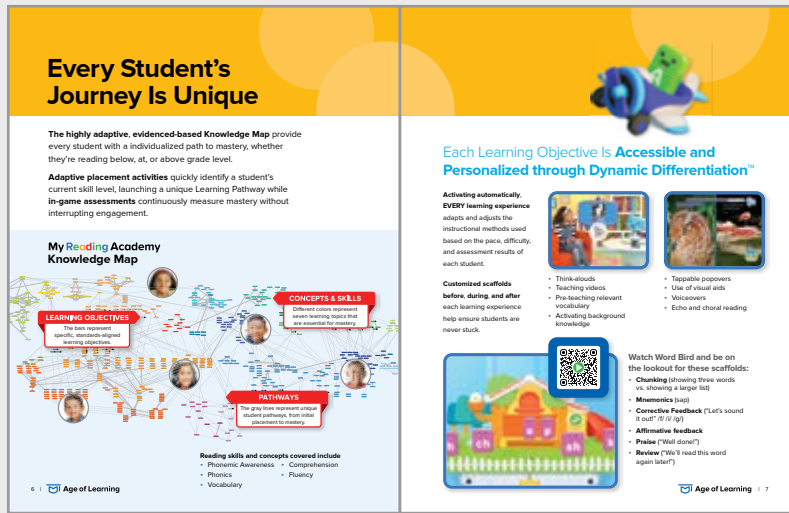
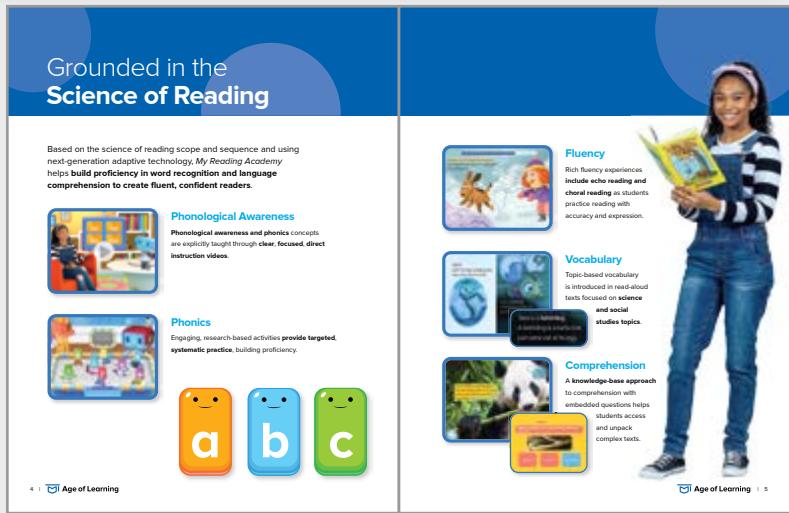
My Math Academy Program Overview Brochure



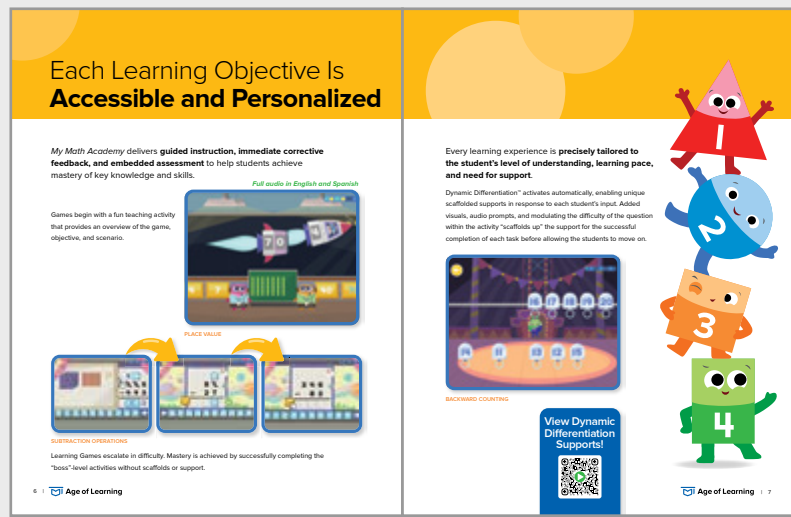
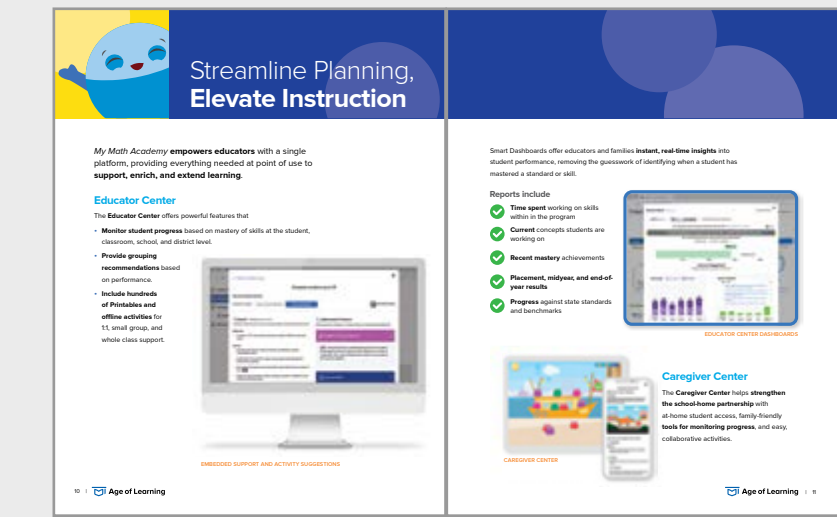
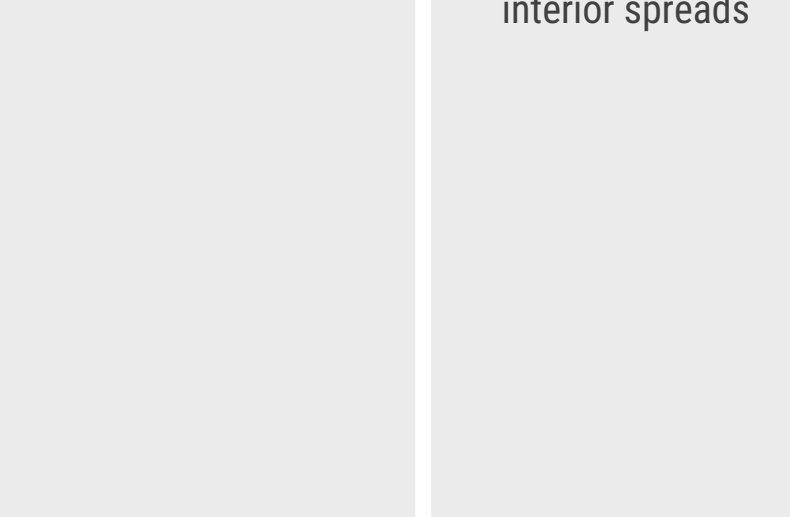
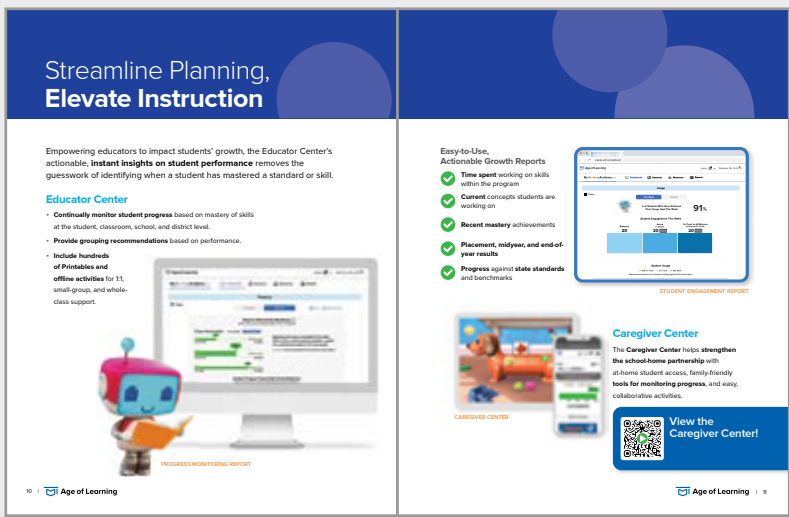
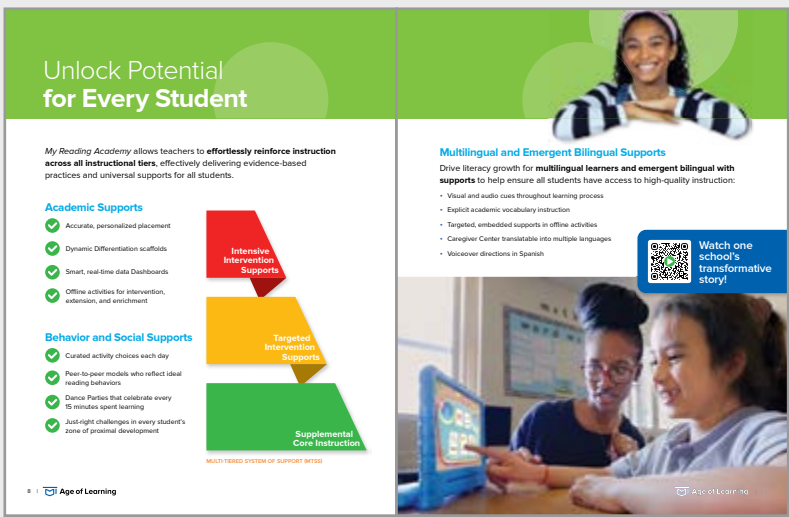
front cover



back cover



interior spreads



interior spreads

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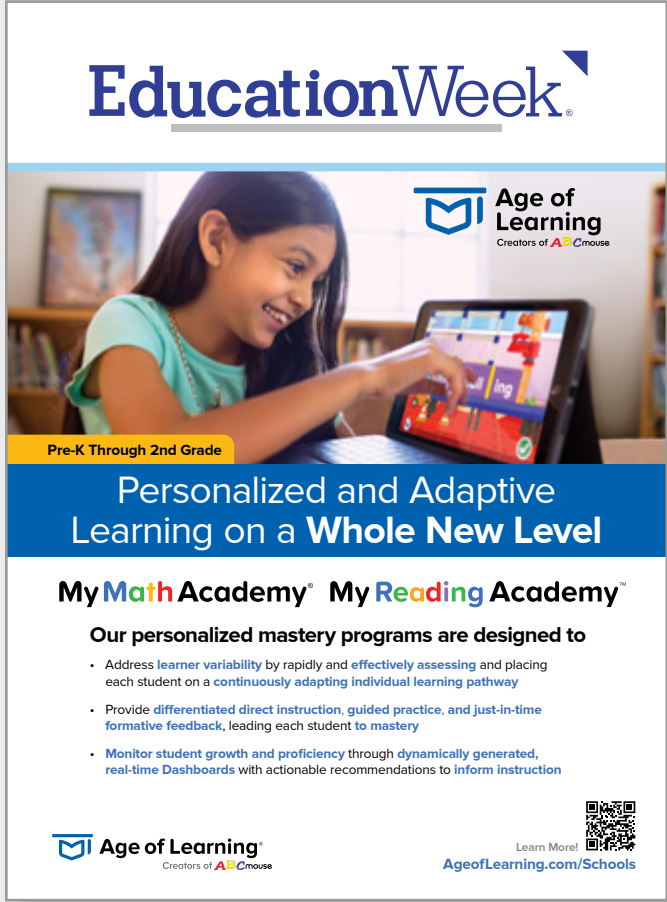
EdWeek Campaign

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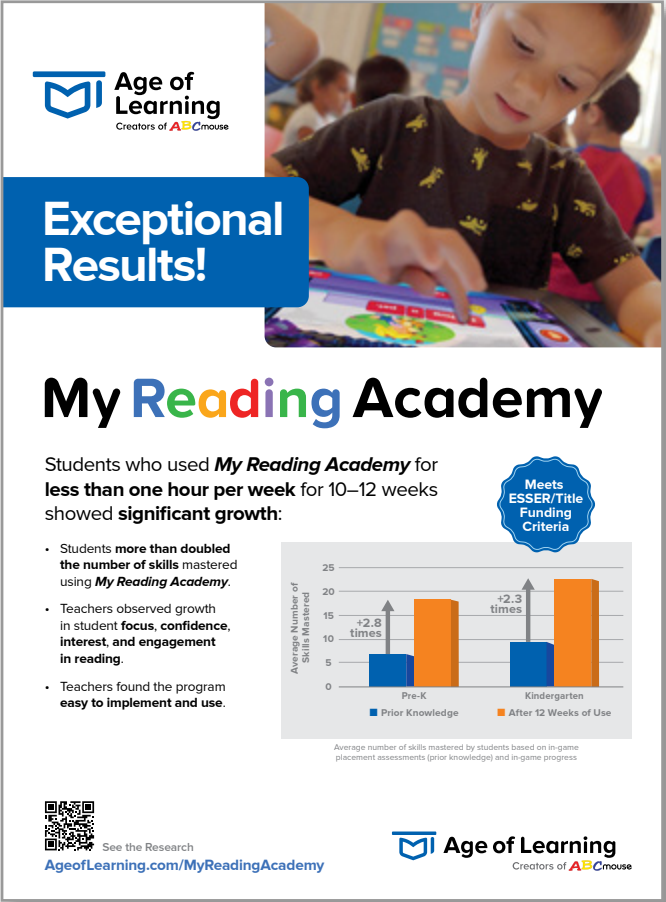
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- Conceptualized layout and directed design for the *EdWeek* Cover Wrap and related advertisements featuring the adaptive learning programs *My Math Academy* and *My Reading Academy*.
- Showcased the program across four pages of the K–12 nationwide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



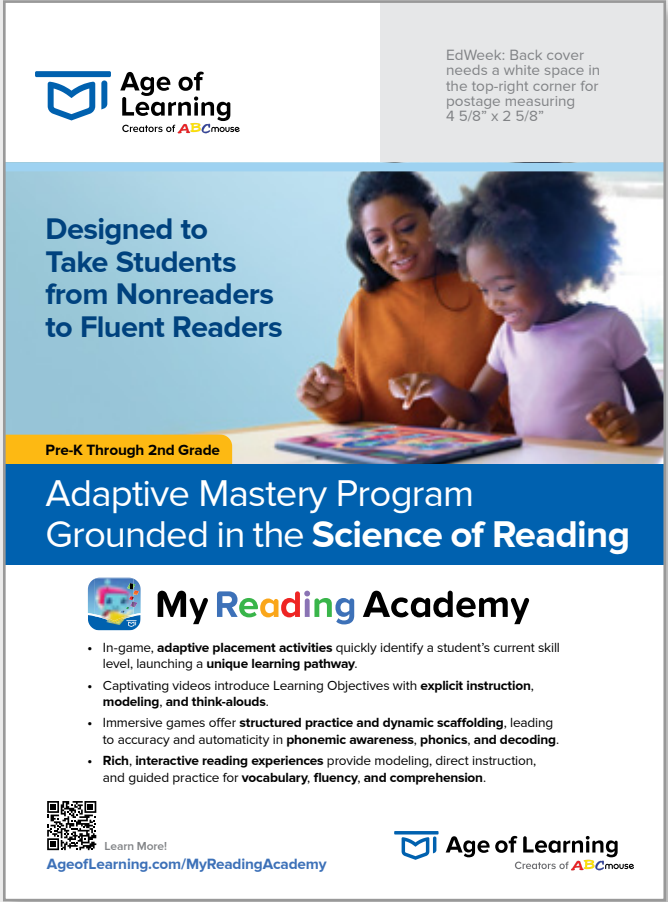
4-panel cover wrap:
front cover



inside front cover

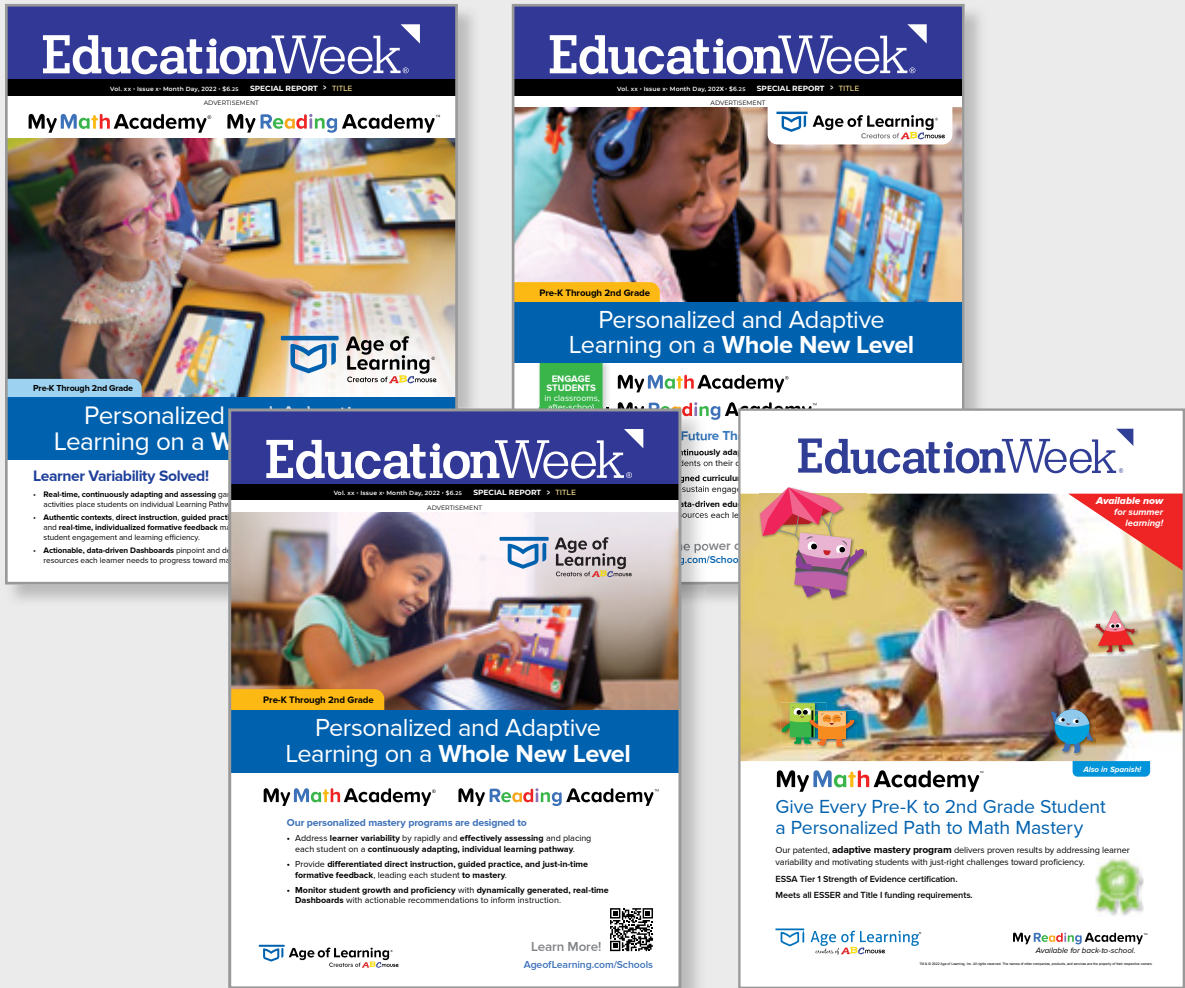


inside back cover

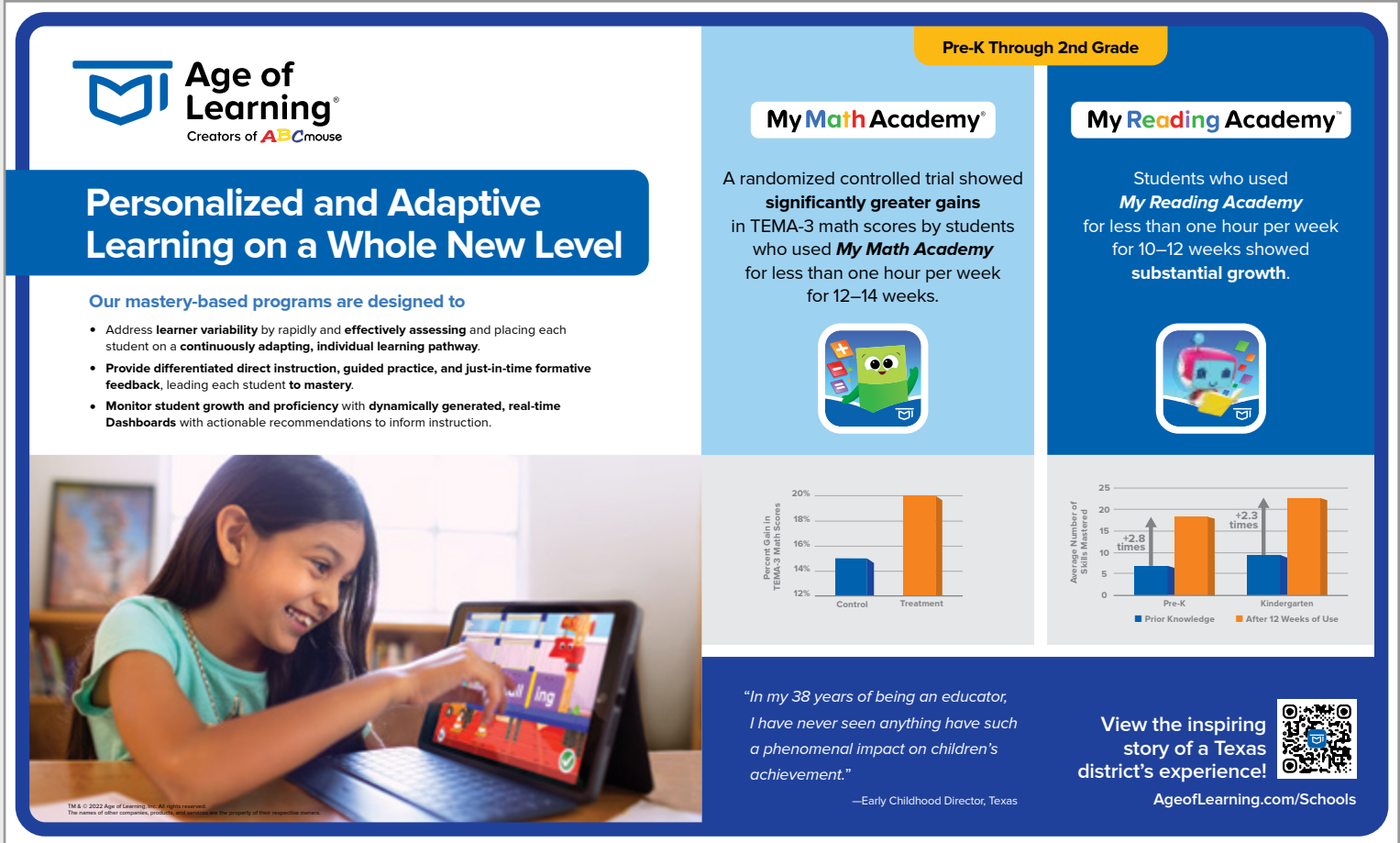
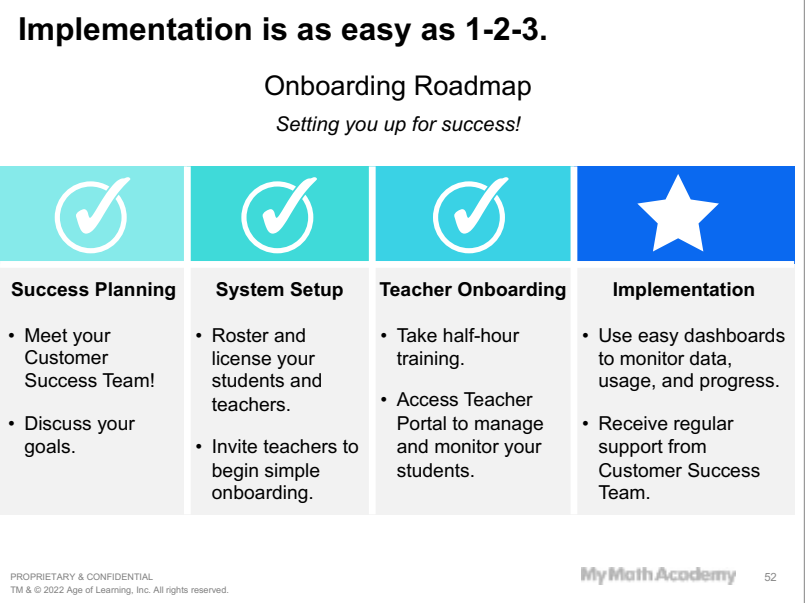
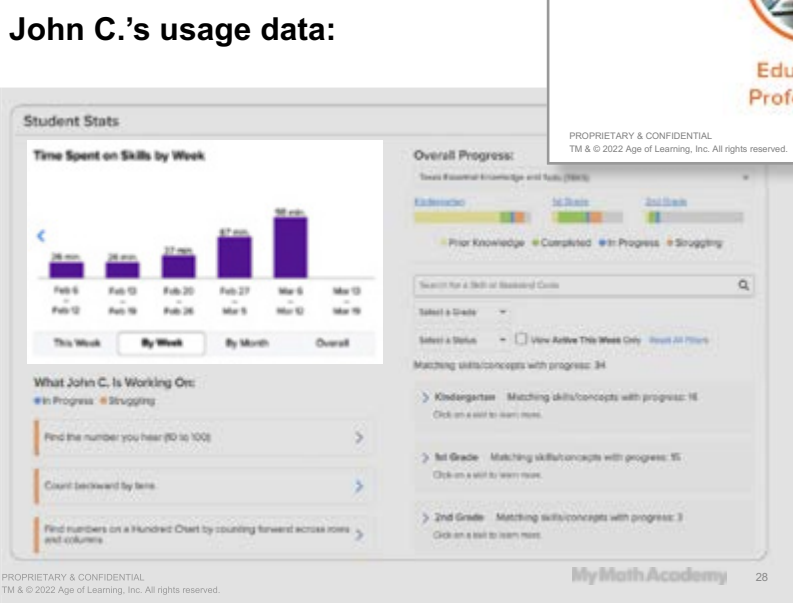
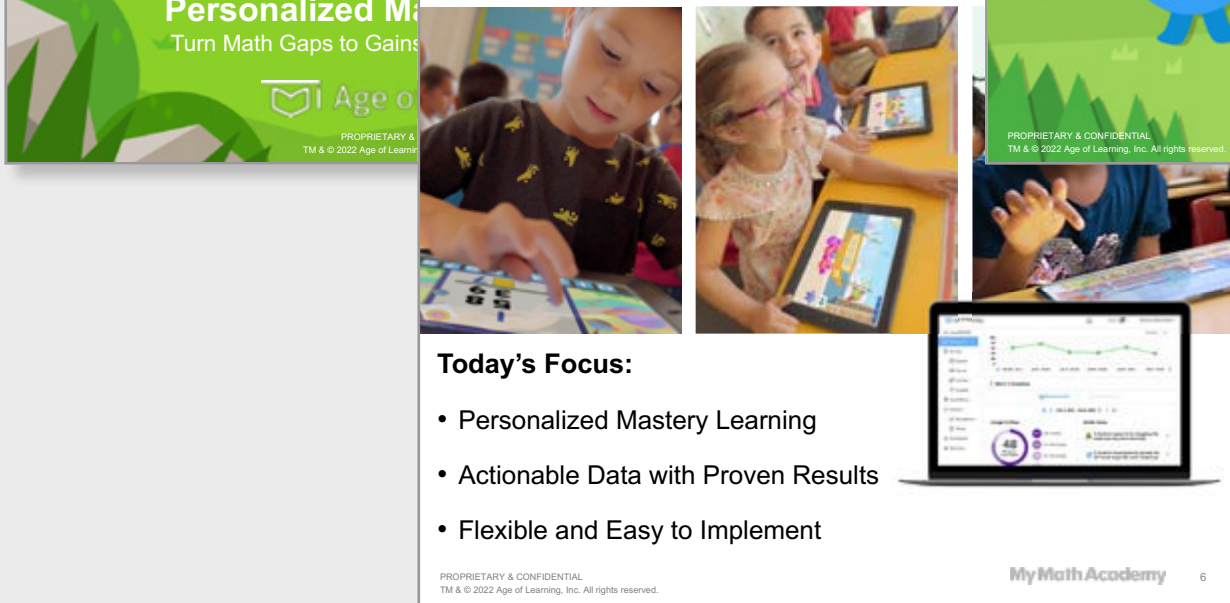


back cover

additional wrap cover layouts



Webinar presentation layout examples



digital and print advertising

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Customer Support and Retention: Classroom and Teacher Implementation

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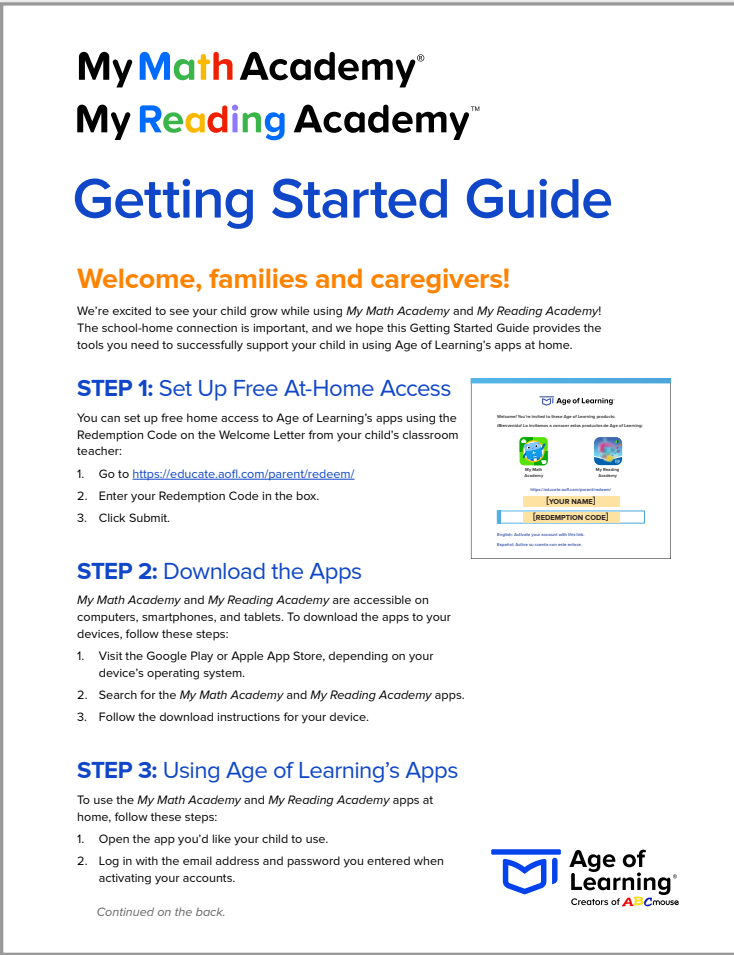
- Directed design for all items.
- Retouched photos and delivered print-ready files to the publisher.
- Executed mechanical layout and preflight for digital printing and PDF deliverables.



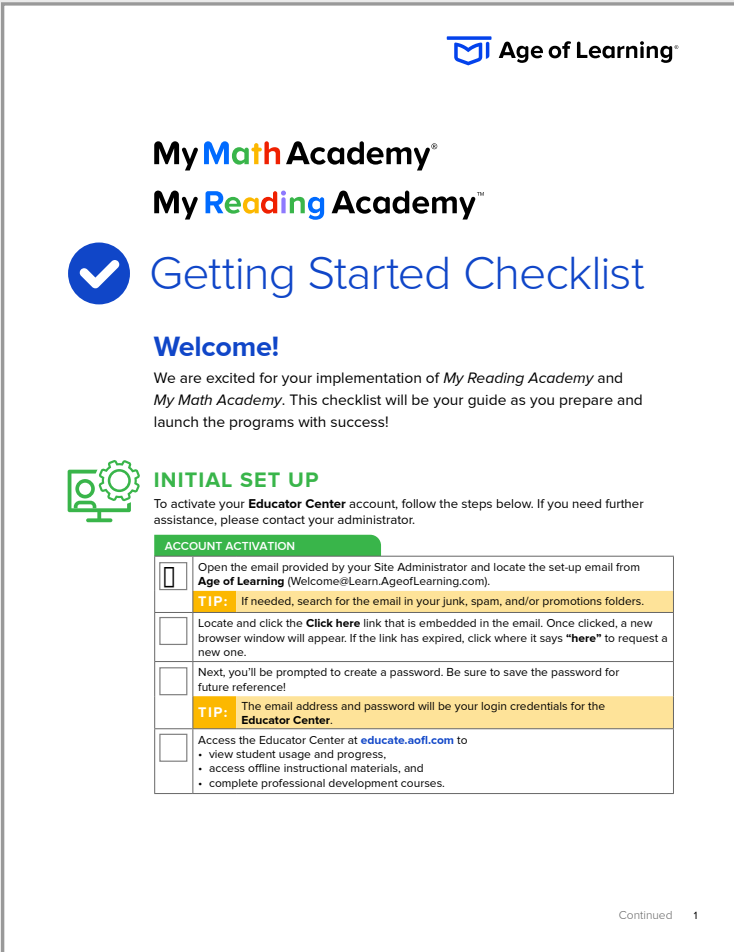
Technology Onboarding Guide for School IT Departments



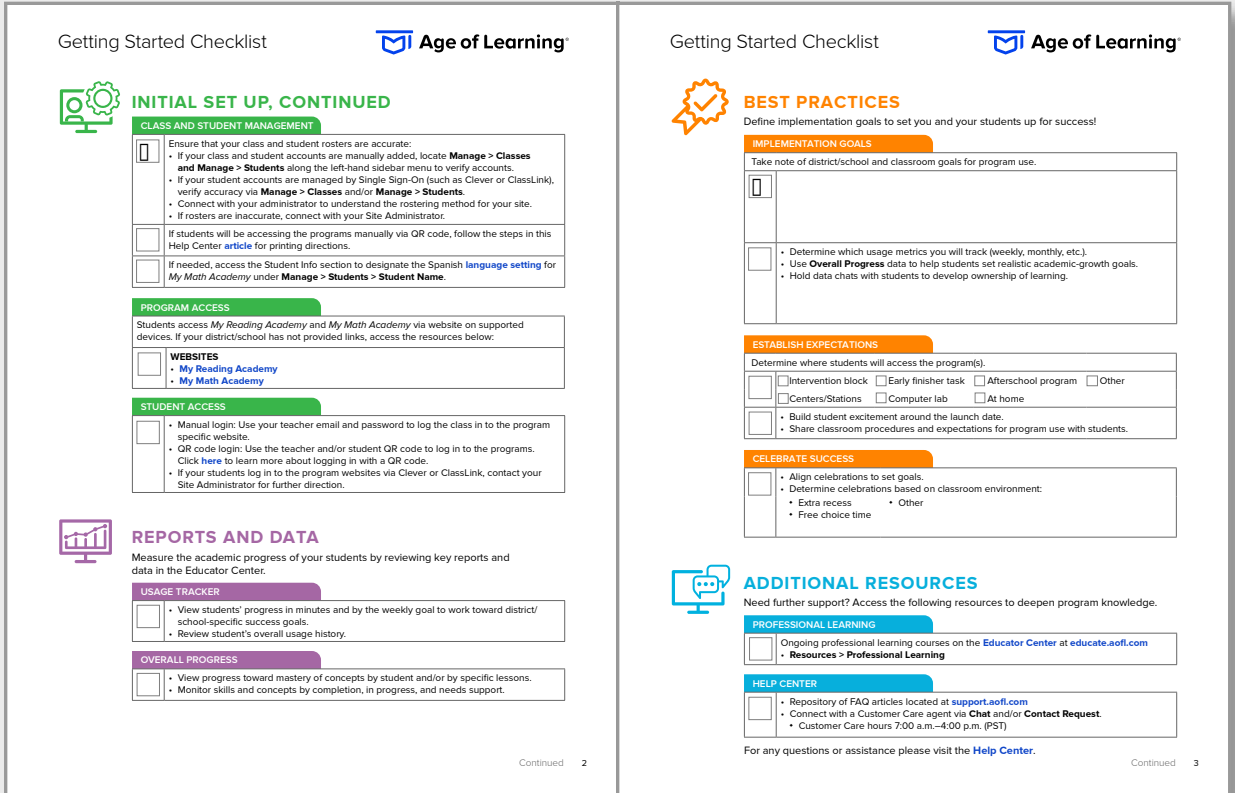
Incentive Certificates for use in the classroom



Getting Started two-page flyer



Getting Started Checklist for on-site training



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Additional Event Environments

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ABCMouse China App Launch



My Reading Academy Photo Opportunity Background



Adventure Academy Photo Opportunity Backgrounds



ABCMouse Conference Booth, NAEYC 2016

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Direct to Consumer Design: [Bendon Publishing](#) x [ABCmouse](#)

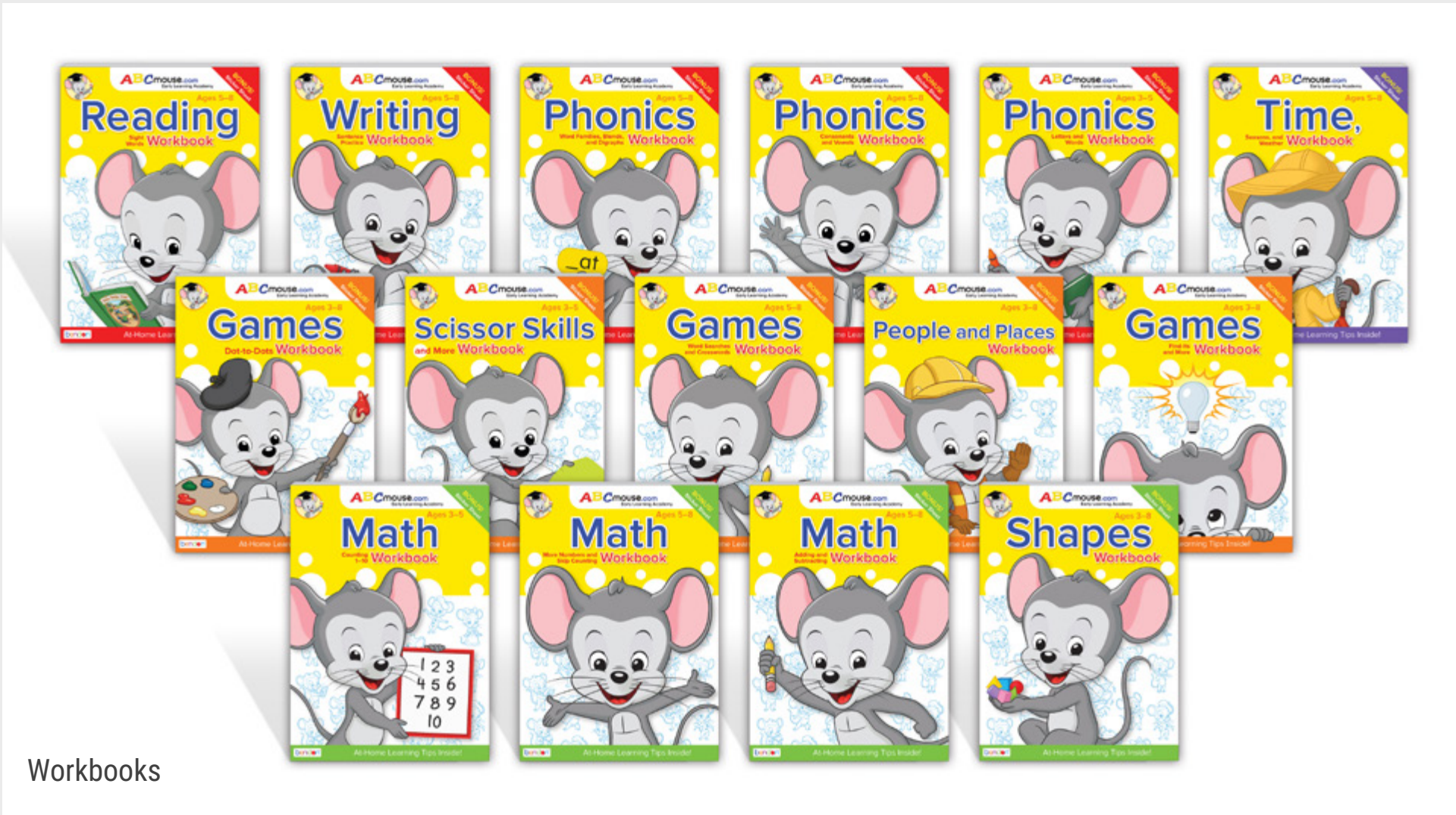
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ABCMouse Learn-at-Home workbooks, activity kits, and hardcover book series for nationwide retail release (e.g., Target, Walmart, Costco, Sam’s Club, Aldi)

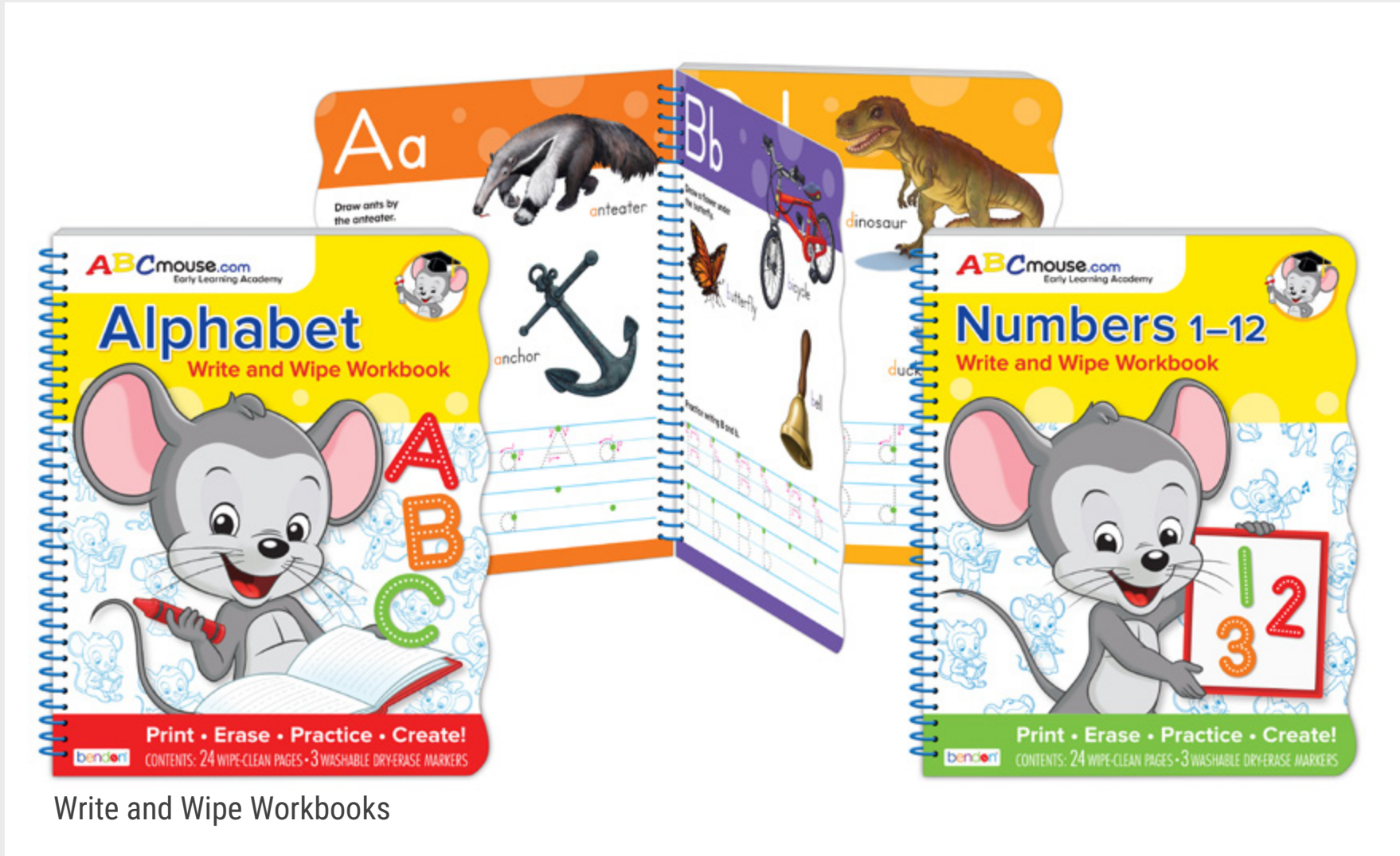
- Converted over 1,000 in-app content pages into print-ready assets.
- Designed and produced an initial set of 15 80-page workbooks, several workbook recombinations, and various activity sets.
- Reconfigured content for retailers based on back-to-school line plans.



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

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Merchandise Publishing: ABCmouse Story Books

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[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 fille 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.



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Offline Learning Design: Prototyping

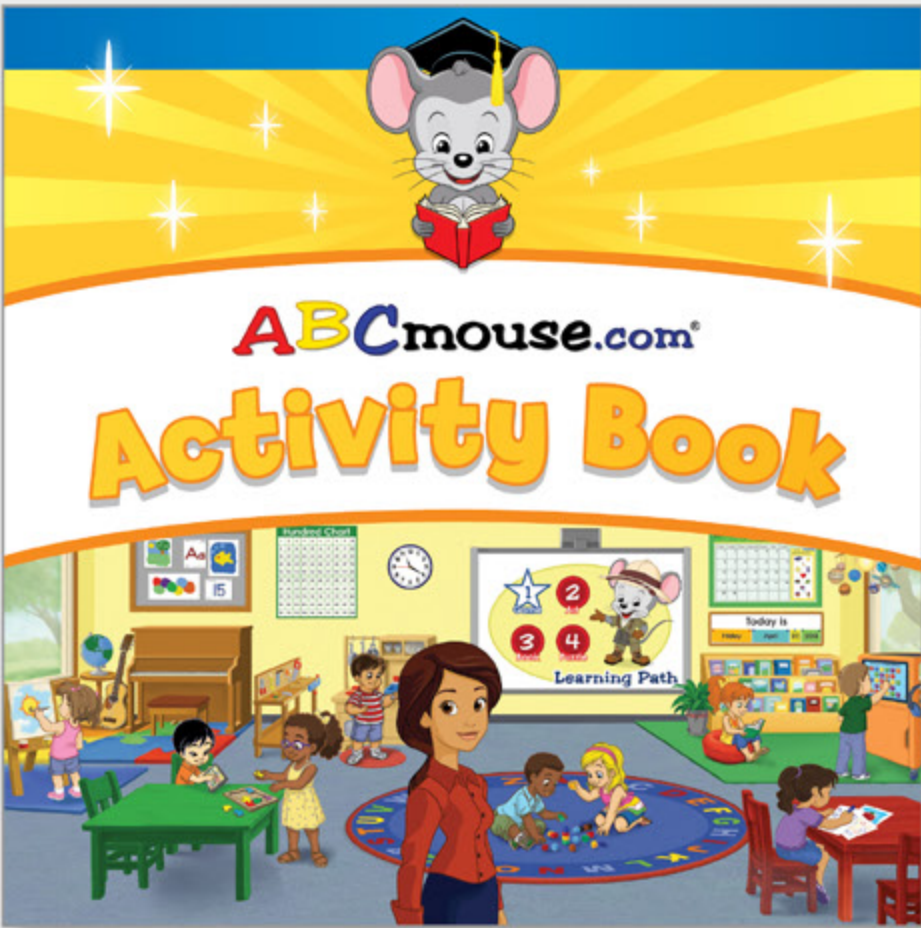
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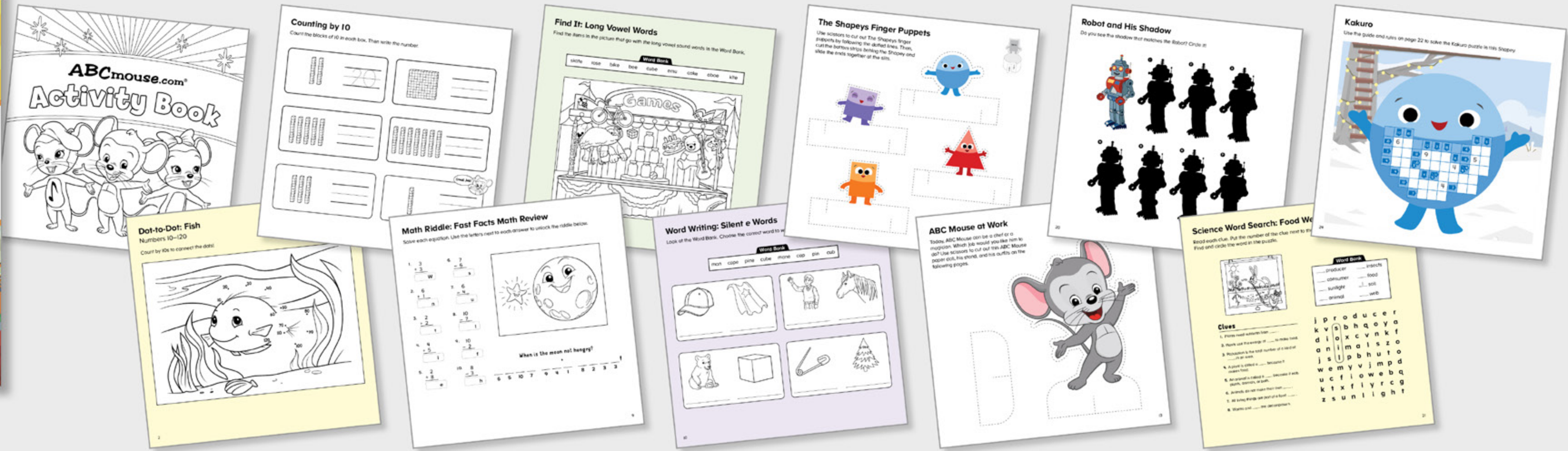
20-page ABCmouse activity book

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



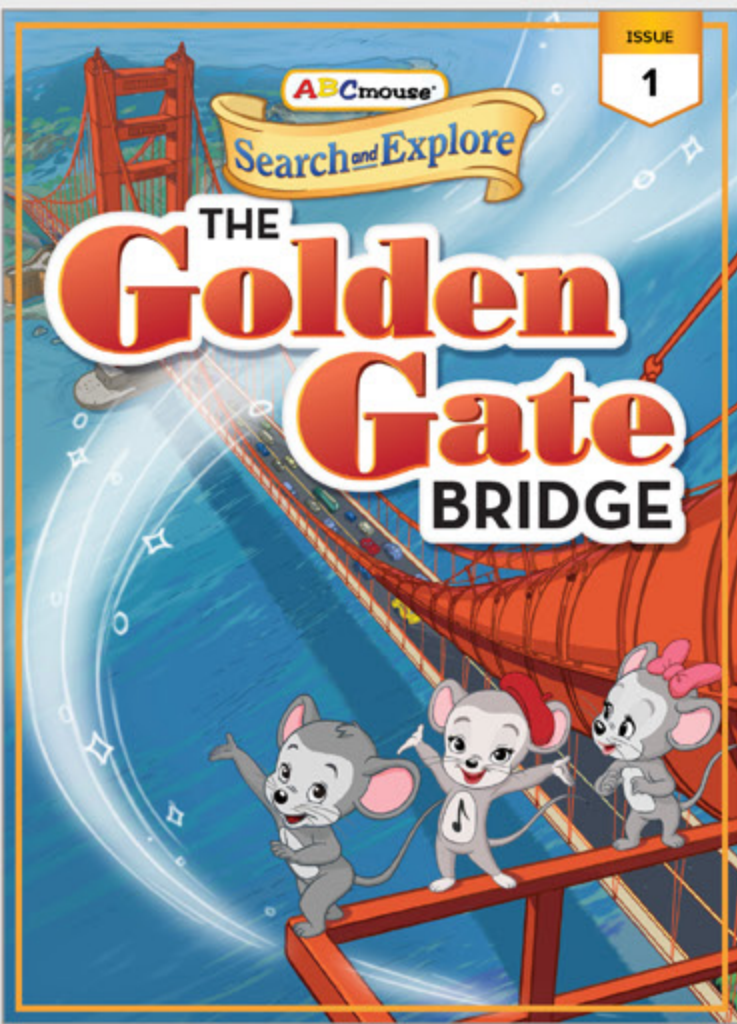
cover

sample interior pages



Graphic novel adaptation for 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



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Additional Hard and Soft Goods

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embroidery detail



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ABCmouse Learn@Home Initiative

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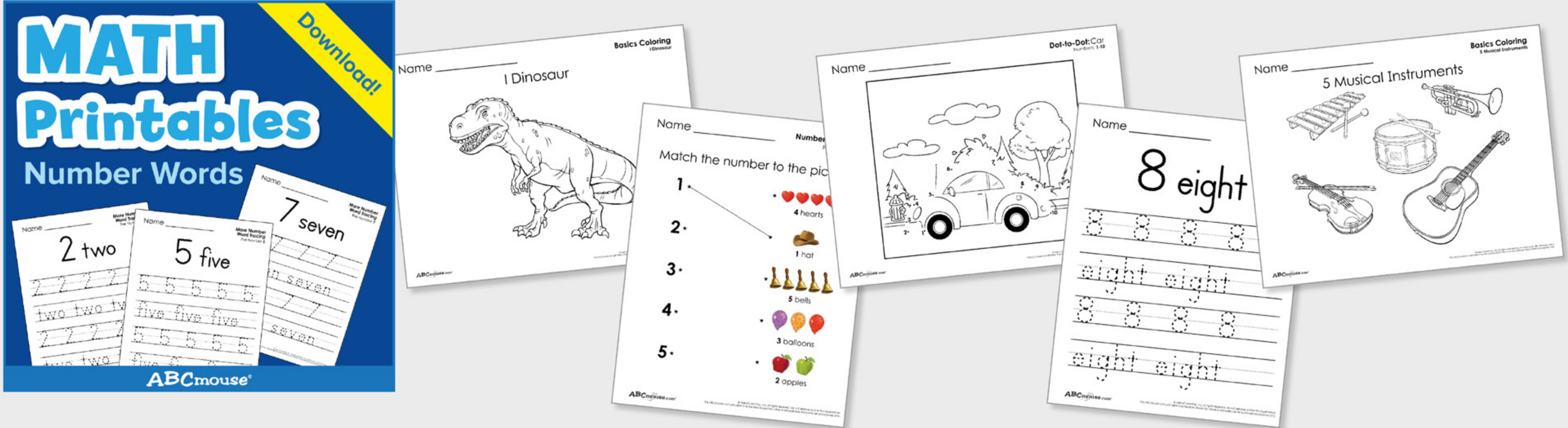
ABCMouse School continuity program featuring the Learn@Home Initiative

- 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 downloadables as lessons paired with guidelines for caregivers.





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.



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Promotional Design: Homeschool+ Program Launch

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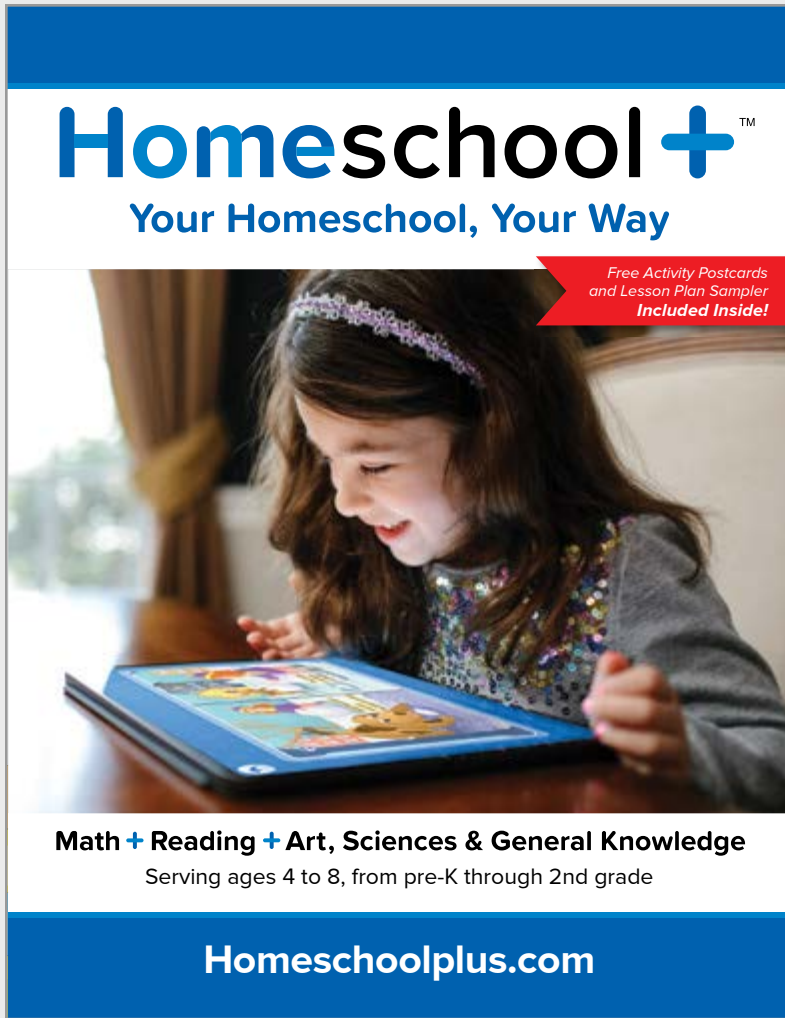
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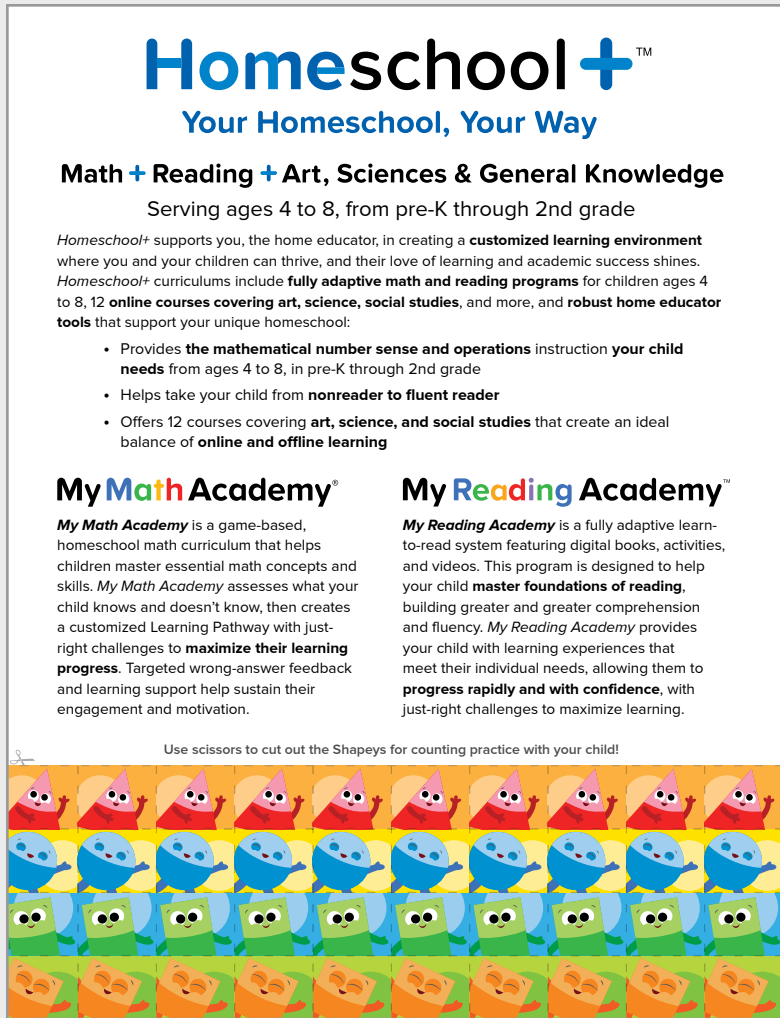
Multi-purpose marketing
handout incorporating
sample lessons,
activities, and counting
manipulatives

- 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).

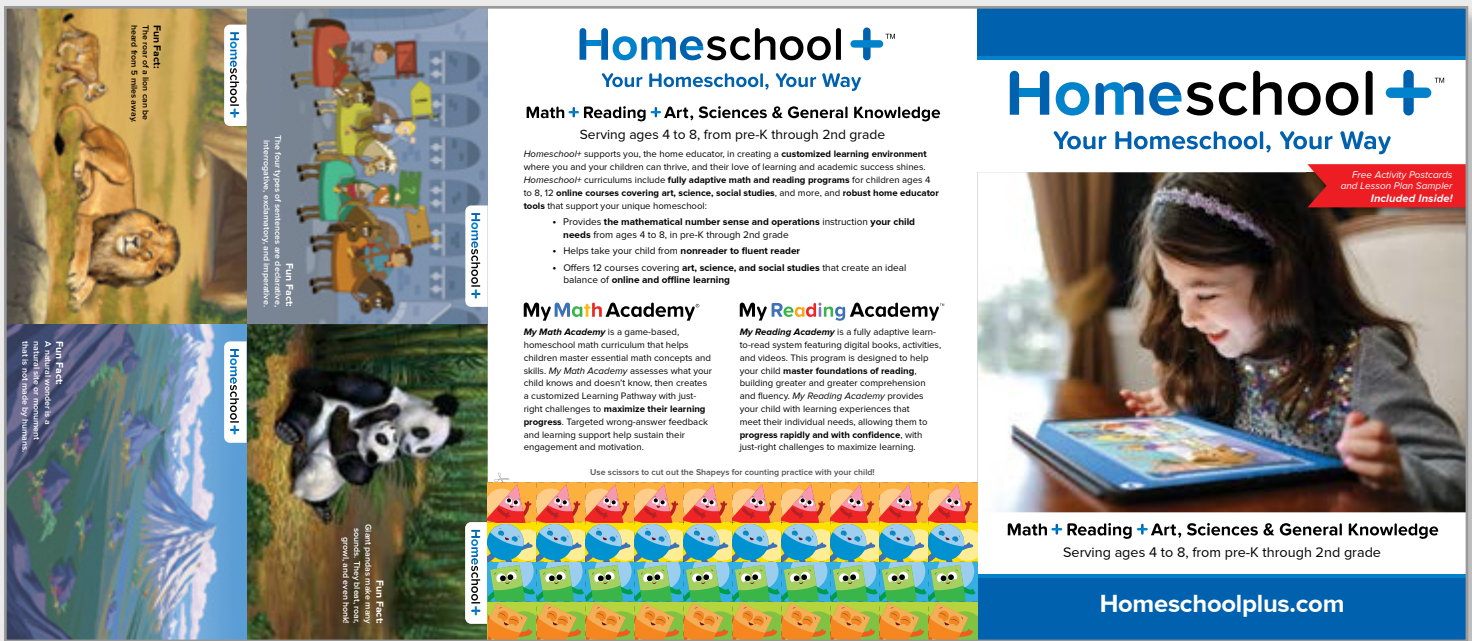


front cover

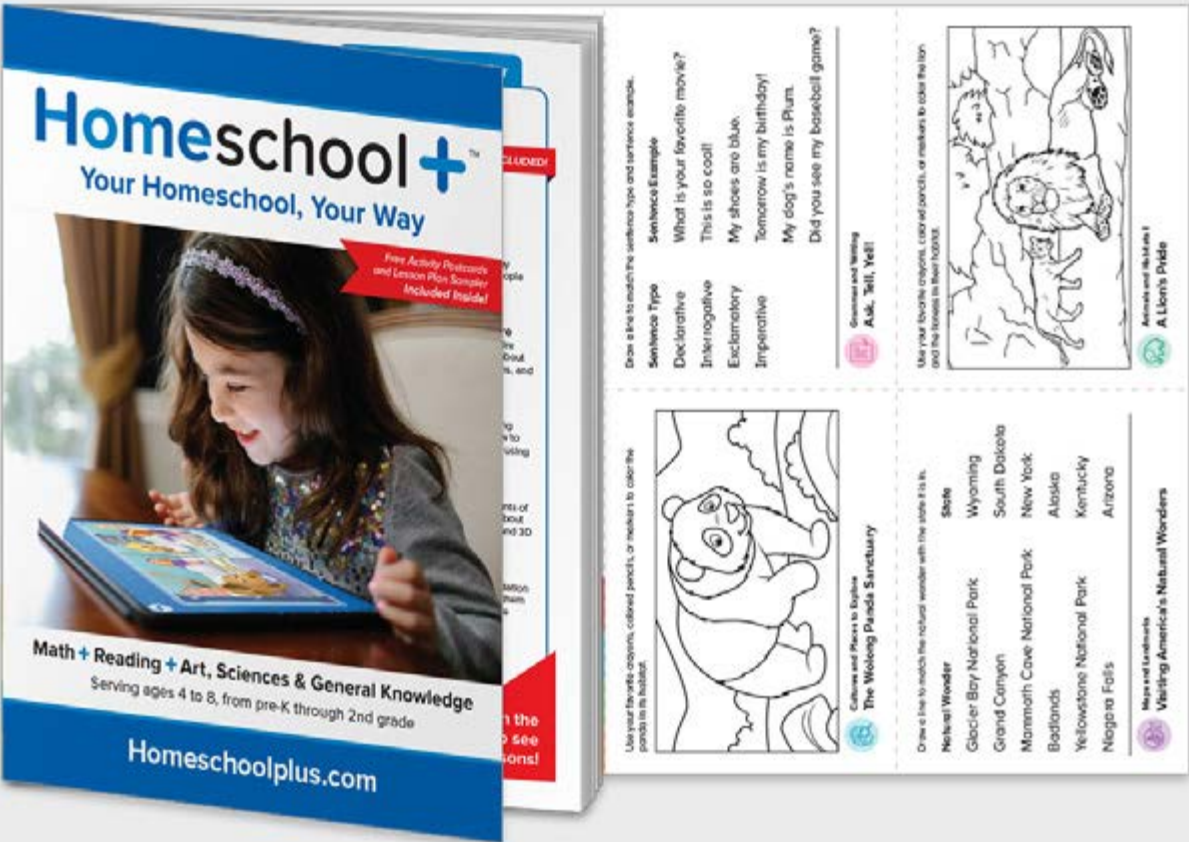
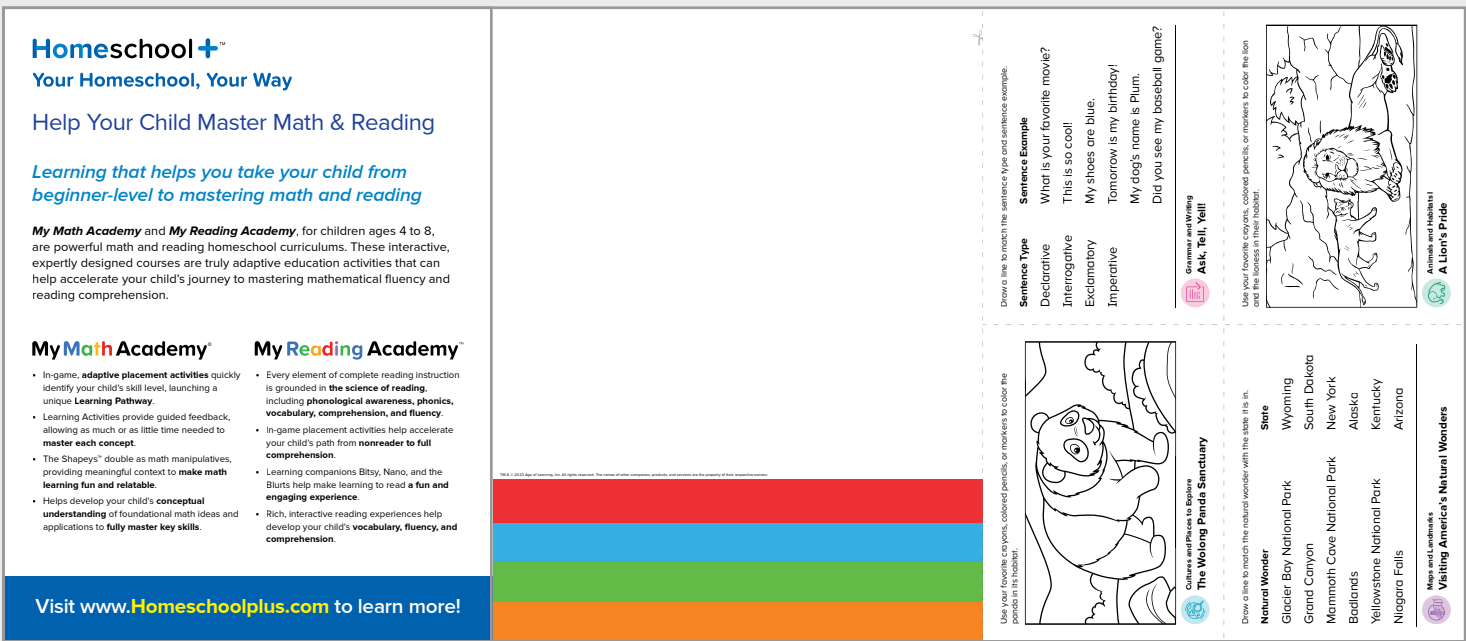


back cover

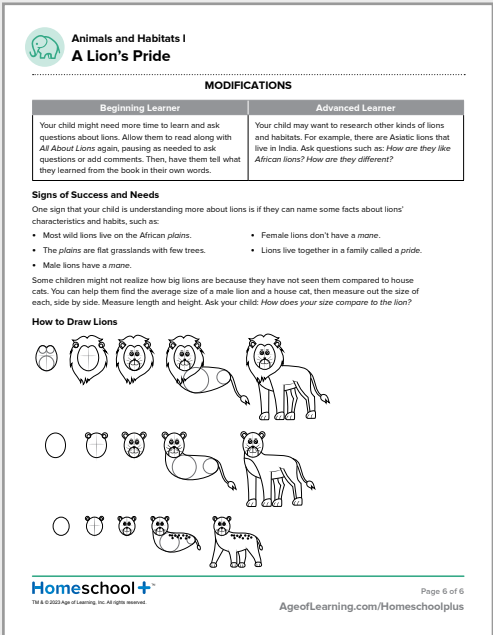
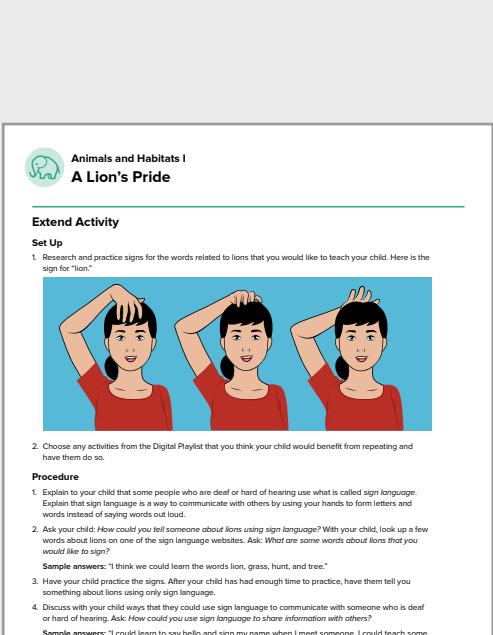
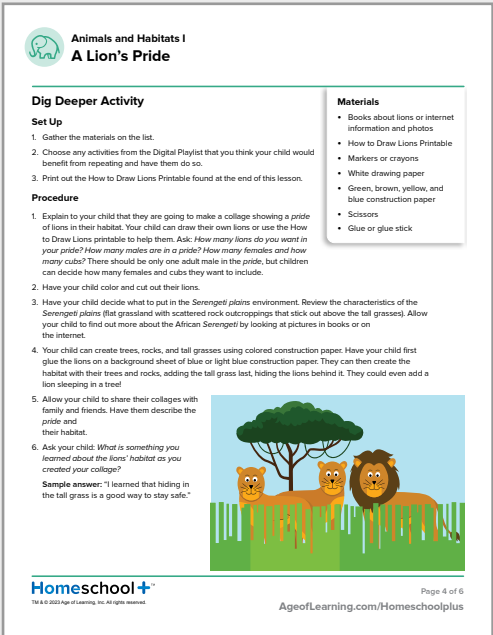
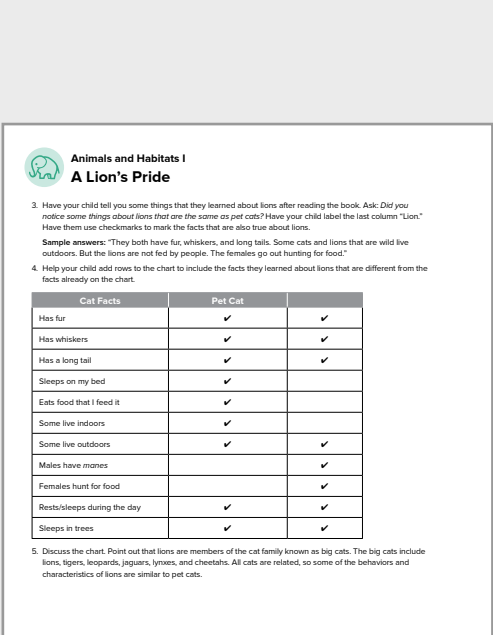
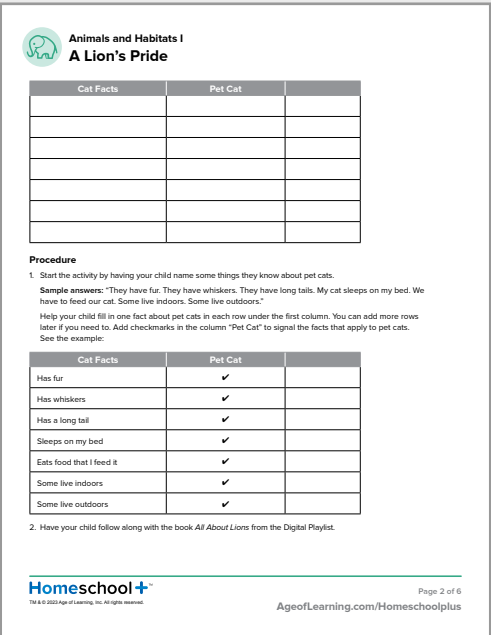
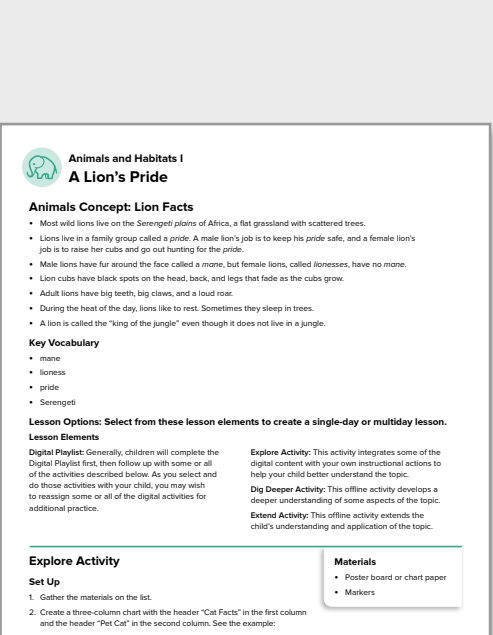
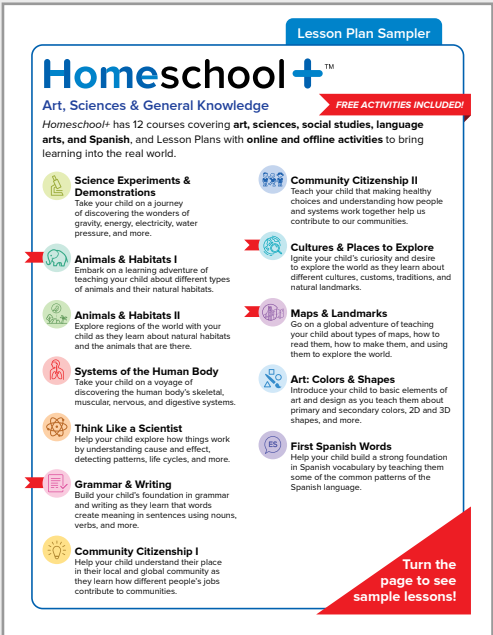
outside cover x3 panels with perforated back cover (center) and fold-in (left) panels



inside cover x3 panels



sample interior pages



Print and Digital Layout: Corporate Communications

Studio.Schott@gmail.com

- Executed the mechanical prep and preflight for both offset printing and digital PDF distribution.



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At Age of Learning, we believe the educational technology and solutions districts use to achieve student outcomes should also reflect a holistic approach to whole child development. That's why we are committed to developing partnerships with districts like Harlingen. Through the PMLE framework, we intend to improve equity for all learners by enabling students, teachers, and parents to collaborate in creating powerful and effective learning experiences, even through possible future disruptions. As districts reevaluate the technology solutions adopted over the last two school years and plan to implement new tools, let's work together to strengthen the system of support for all students and encourage a lifelong love of learning.

For more information, please visit
www.AgeofLearning.com/schools

Michelle Schott

Print and Digital Layout: Efficacy Research White Papers

[View my résumé](#)

[MichelleSchott.com](#)

Studio.Schott@gmail.com

2-Page Research Overview Flyer (top left)

- Concepted and templetized 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](#)



Research Overview | Oct. 2023

MyMathAcademy

MyReadingAcademy

Palm Beach County Pre-K Students Experience Significant Growth

Hee Jin Bang, PhD, Eric Setoguchi, PhD

Key Findings

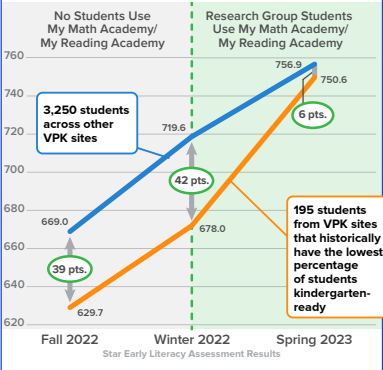
- Using My Math Academy and My Reading Academy helped close the gap between research sites and non-research sites by 84%.
- All educators indicated that they would "definitely" like to continue using the programs.

Background

This brief highlights a semester-long implementation of My Math Academy and My Reading Academy at seven voluntary pre-K (VPK) centers in Palm Beach County, Florida, and the effects of these personalized digital learning programs on children's achievement and on educators' capacity to provide effective instruction for their young learners.

Results

Age of Learning Programs Close the Gap by 84%



3,250 students across other VPK sites

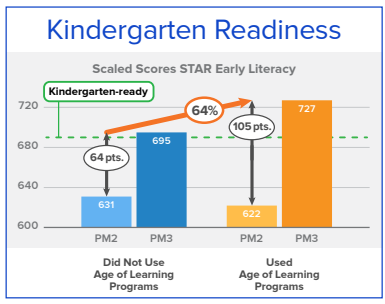
195 students from VPK sites that historically have the lowest percentage of students kindergarten-ready

Results (continued)

Students who were not kindergarten-ready in winter had an average gain of 105 points in spring.

Students at research sites who were not kindergarten-ready in the winter (score below 690) scored, on average, 64% higher in the spring compared to their peers at non-research sites not using either MMA or MRA.

Kindergarten Readiness



644pts 695pts 727pts

644pts 695pts 727pts

Educator Feedback

Ninety-four to 100% of educators (n = 17) indicated that My Math Academy and My Reading Academy had a "very positive" or "positive" impact on their learners.

- Self-confidence in learning math/learning to read
- Enjoyment in learning math/learning to read
- Development of number sense/ability to recognize sight words
- Development of operations skills/hygiene and alignment skills to 100%

All educators indicated that My Math Academy and My Reading Academy are programs that they would "definitely" like to continue using.

"I had kids who were not excited about math and one I had to try to get them to learn 1 to 5 for the whole year. And she was not doing it. But I noticed that after she started doing My Math Academy, she got 1 to 10 in no time. I noticed that now she can count, identify the number, and match the number. Wow!" —Zandra Pompeo, pre-K educator

"They help children that are excelling as well as those that need assistance." —Majorie Barnes, pre-K educator

"They provide valuable information for assessing student progress and creating lesson plans." —Alicia Egge, Executive Director, VPK center

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MyMathAcademy

MyReadingAcademy

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-Everstone, 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.

interior pages

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MyMathAcademy

MyReadingAcademy

RESEARCH BRIEF

JULY 2023

Overview

The latest scores from the National Assessment of Educational Progress (NAEP) serve as a harsh reminder of the negative impact the pandemic has had on student learning. A special administration of the NAEP long-term trend reading and mathematics assessments in 2022 for 9-year-old students showed that the average scores declined 5 points in reading and 7 points in mathematics, in comparison to 2020. Lower-performing students experienced the largest declines, and Black and Hispanic students' decline in performance was significantly greater than that experienced by their White counterparts. In this context, teachers need high-quality early reading and math instruction to support children who enter school with various levels of readiness and learning needs. Adaptive educational technology can support teachers in providing personalized learning experiences for their students, and game-based digital tools that involve play can increase students' engagement in learning. Leading up to the 2021-2022 school year, many educators and administrators searched for effective, easy-to-use educational technology solutions to support post-pandemic learning and learning. One such educator was the director of Head Start at Tyler Independent School District in Texas. Tyler is a city

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RESEARCH BRIEF

JULY 2023

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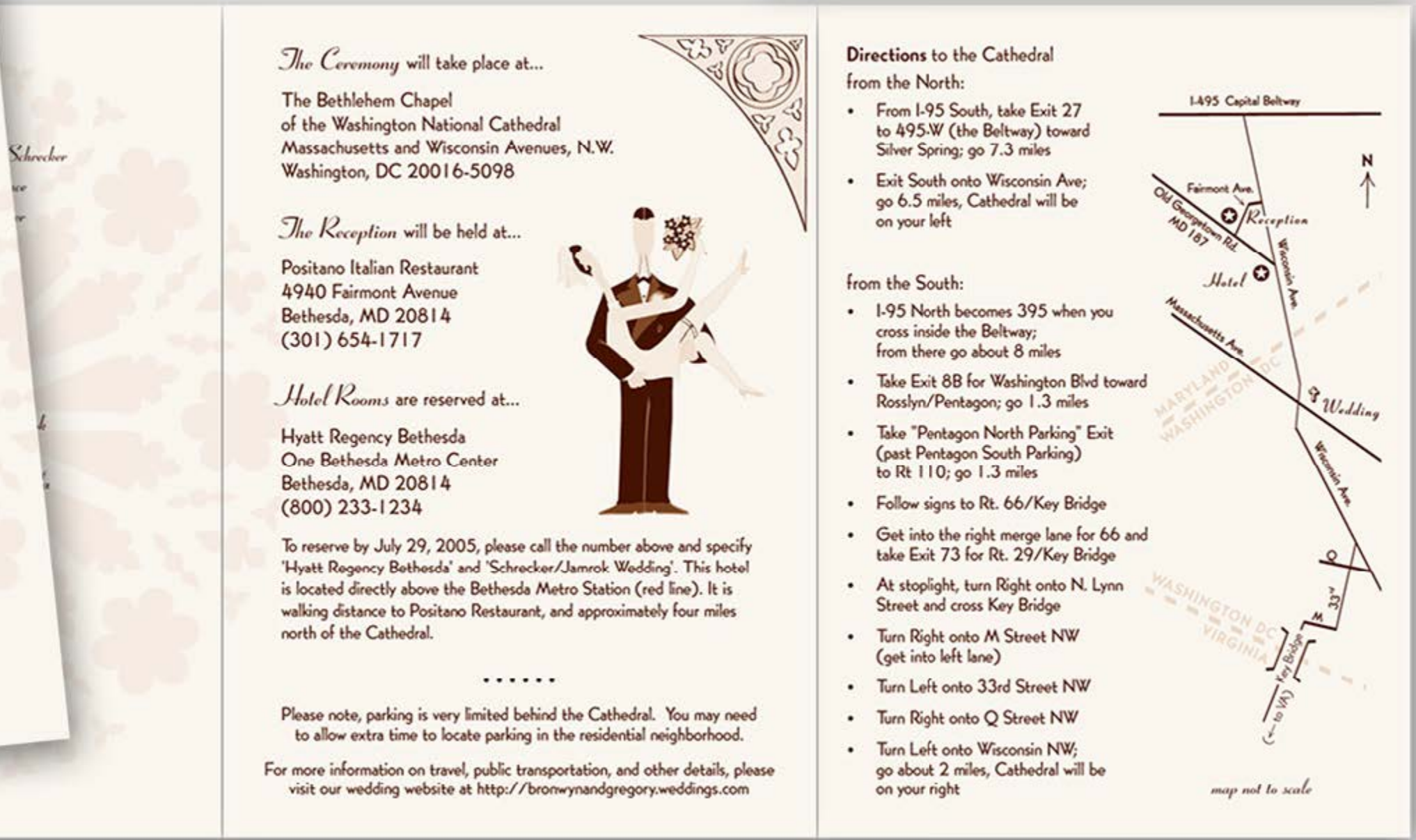
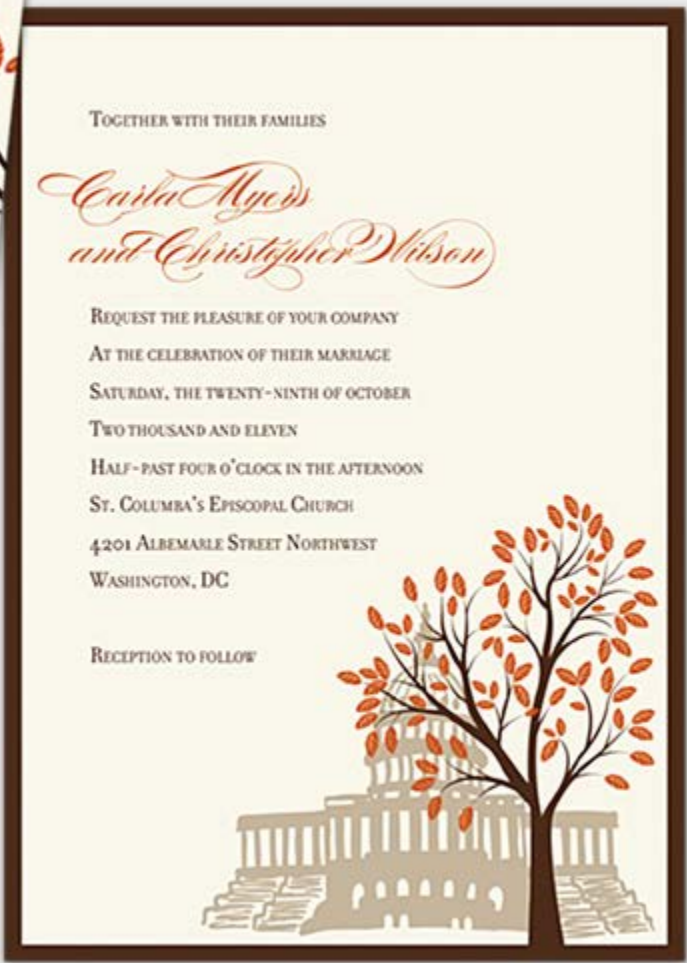
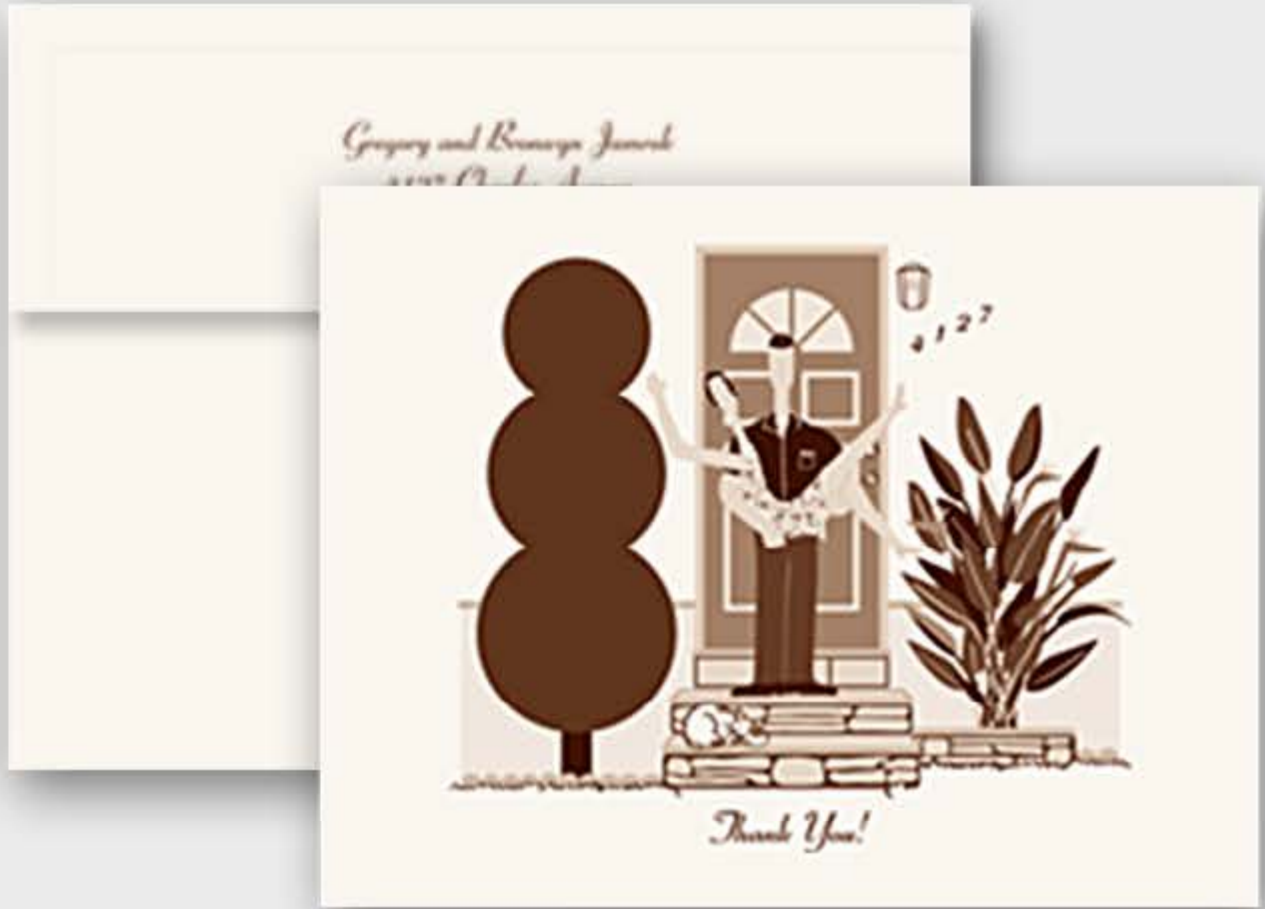
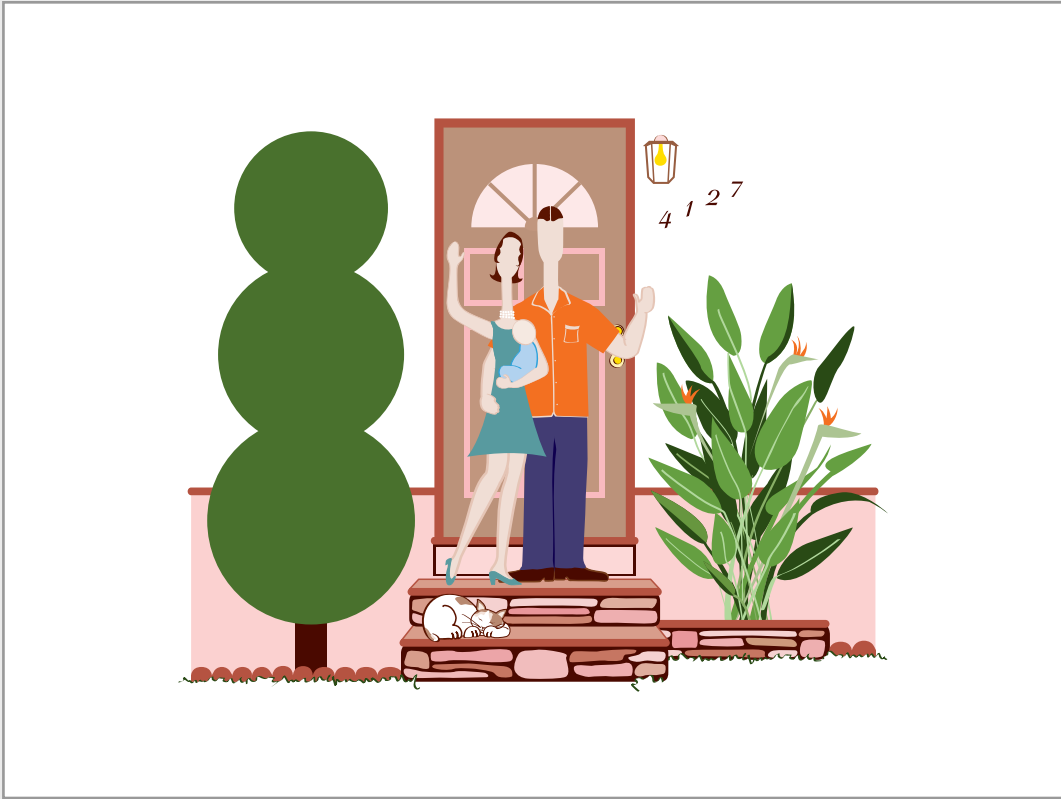
Michelle Schott

Wedding Stationery Design

[View my résumé](#)
[MichelleSchott.com](#)
Studio.Schott@gmail.com

5"x7" trifold invitation and A2 RSVP card, Thank You card, and corresponding elvelopes, 2-color offset printed (right). A2 Thank You card (top left), digitally printed. Custom modified illustrations based on original artwork by [Johnathan Hallgrey](#).

5"x7" invitation and A2 RSVP and Reception cards (bottom left) with original Capitol Building and Union Station illustrations. 2-color offset printed.



Michelle Schott

Album Artwork

Single cover art for digital platforms and printed CD sleeves.



- 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

