




MICHELLE HEDEGARD

CONTACT

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SKILLS

CREATIVE STRATEGY

A recognized creative leader with 17 years of experience as a graphic designer and web developer, Michelle brings inspiration to design teams while delivering creative strategy, vision, and results to clients. Her solid success in directing and implementing a broad range of revenue-generating design projects, from conception to launch is highly praised by stakeholders and audiences alike. She intuitively adapts to new technology and innovative processes while ensuring compliance with corporate standards.

LEADERSHIP SKILLS

Creative team management
Print/Web/Interactive Design
Marketing messaging
Brand consistency
Copywriting
Brand creation & reinvention

SPECIALTIES

Graphic design
Web design and development
Print production management
Logo design/brand identity

SOFTWARE

Mac OS, Windows, Adobe Creative Suite, Wordpress, HTML, CSS, Microsoft Office, iMovie, and GarageBand.

Creative Director and designer living and working in Portland, Oregon. A strong believer in integrated solutions with a formidable portfolio of work combining a rock-solid foundation in traditional design and marketing principles with the power of digital. Zealous about typography, color, and emerging technology.

PROFESSIONAL EXPERIENCE

FOUNDER & CREATIVE DIRECTOR, MOCKINGBIRD CREATIVE, INC.

Portland, Oregon 2010-2012 (founder) + 2014-present (creative director)

Works closely with agency leadership to develop retainer relationships, communication with clients, and to grow business. Ensures the successful development of interactive solutions, branding strategies, websites, and marketing collateral. Works to optimize workflow, and establish best practices.

- Manages simultaneous, multi-faceted campaigns from concept to completion.
- Strength in leading a creative team through a variety of projects across all platforms in digital, UI/UX and responsive design, and print.
- Lead graphic designer and front-end developer

ART DIRECTOR, WALTON ARTS CENTER

Fayetteville, Arkansas | 2014

Provided creative vision of all projects with a strong focus on brand development, strategic processes and collaboration with marketing and programming teams.

- Led teams in the development, design, and production of sales-driving, brand-extending, and cross-channel campaigns including print ads, event launches, marketing collateral, websites, digital ads, billboards, logos, and more.
- Strengthened the organization's print-focused projects and helped implement new online initiatives to increase patrons numbers and brand awareness.
- Directed the creation of visual assets with external resources such as photographers, illustrators, and agencies.
- Lead graphic designer and front-end developer

GRAPHIC DESIGNER, WALTON ARTS CENTER

Fayetteville, Arkansas | 2012-2014

Creative lead in research, vision, and design for implementation. Branding and identity design, web design and user experience, and print design for the organization.

- Hands-on conceptualization, design, and production of advertisements, comps, logos, eblasts, invitations, menus, mailers, booklets, merchandising presentations, and promotional items.
- Design of signature event collateral including extensive indoor and outdoor signage, event programs, web materials, videos, and advertisements.
- Designed, developed, and maintained websites.

REFERENCES Available upon request