

# MIKE HARDY

## SKILLS



[Mhardydesign.com](http://Mhardydesign.com) | [hardym30@gmail.com](mailto:hardym30@gmail.com) | 208.851.1184

Self-motivated graphic artist, illustrator, video editor and storyteller with over a decade of professional experience.

## EXPERIENCE

### Hewlett-Packard, July 2019 - Present

#### Graphic Designer, Contract

- Sole curator and designer for HP's Spring campus internal quarterly magazine; created for print and digital.
- Collaborative partner with Netflix and Amazon app designers to further develop UI design for Windows users.
- Summarized UX across Apple devices and provided comprehensive research to Android/Windows UX team.
- Regularly explore creative workflows for Adobe creative suite and report to software engineers.

### H&L Burgers, Feb 2018 – June 2019

#### Creative Director, Marketing

- Increased sales by >25% from online marketing campaigns & added 6 additional POS channels within first 3 months.
- Created and managed social media presence.
- Organized a community give-back program, supporting local schools and youth organizations.
- Defined the corporate branding standards now used nationwide.

### PROS, July 2017 – Feb 2018

#### Graphic Designer

- Consulted directly with clients from Fortune 100 companies ranging from Oil & Gas to Culinary.
- Designed marketing materials from online and print.
- Created collateral for internal use (tipsheets, eBooks, infographics, etc).
- Delivered booth designs for trade shows/conferences and other large format printing.

### University of San Diego, Jan 2012 – June 2017

#### Sr. Instructional Designer

- Helped grow online course offerings from 16 to 300+ in 5 years.
- Branded and designed UI for 4 online Masters Degree programs.
- Produced video and motion graphics for learning application.
- Designed online marketing with strict adherence to university branding standards.