MIKE HARDY - GRAPHIC DESIGNER & ART DIRECTOR

+1 208 851 1184 | hardym30@gmail.com | mhardydesign.com | linkedin.com/in/MikeHardy123

Skilled Designer specializing in digital media. Highly artistic, always on-task and fluent in Adobe Creative Suite software. Able to skillfully create effective, clear, and brand-specific designs. Known for marketing/ event asset development, brand engagement, print and motion graphics, typography, illustration, photography, photo manipulation, video editing, leadership, and team collaboration.

Willing to relocate. Authorized to work in the US for any employer.

SOFTWARE SKILLS

Photoshop | Illustrator | InDesign | After Effects | Premiere Pro | HTML5 | CSS |
MS Outlook | MS Excel | MS PowerPoint | UI/UX Design | Figma |
Microsoft Office | Mac OS | Windows 11

EXPERIENCE

Hewlett-Packard Inc., Spring, TX   **March 2020 - October 2022**
Creative Experience Workflow Engineer
• Analyze and design creative workflows for products and service lines based on established design principles and in accordance with design strategy, practices, and guidelines.
• Collaborate and communicate with internal and outsourced development partners on user experience design and development; closed performance gap of Adobe products on competitor devices by up to 18% and in some cases surpassed competitors by up to 36%.
• Test and gather user experience data in accordance with established research plans and specifications; analyzes, describes, and reports results to design stakeholders.
• Assess, develop and implement portions of user experience design plans, changes, specifications, and reusable design elements for new and existing products.
• Participate member of project team of user experience designers to develop holistic, high-quality user experience solutions for complex projects, products, and services.
• Collaborate with peers, junior engineers and external design partners.
• Partner with high-level individual contributors and managers.
• Supports projects requiring new design development.

Hewlett-Packard Inc. Cont., Spring, TX   **July 2019 - March 2020**
Magazine Director
• Curated and designed HP's quarterly magazine from cover to cover; establish wireframe layout, collect assets, manipulate photos, create new graphics, and prepare for print and e-distribution.
• Expertly utilized design fundamentals when selecting typography, composition, layout and color in design work.
• Manipulated images and graphics for quality and ensured that all assets and fonts met strict branding standards.
• Developed marketing packages, including brochures, whitepapers, banners, signs, trade booths, etc.
• Designed website layouts, templates and unique branded looks.
• Created, edited videos for social media, advertising, and informational purposes.

H&L Burgers, Houston, TX   **March 2018 - May 2019**
Creative Director
• Developed high-impact creative projects from concept to completion, including trailers and
  promotional content for marketing campaigns. Established company procedures and quality standards.
• Built and managed website and online ordering direct from site and with partners, increasing sales by
  over 21%.
• Orchestrated photo sessions by choosing photographers, stylists and cosmetic artists.
• Prepared all design layouts for web, prepress, and print.
• Developed artistic visual products while working within defined technical constraints.
• Led the creative process through original ideas and inspiration.

PROS, Houston, TX   **July 2017 - March 2018**
Graphic Designer
• Applied creative expertise to present marketing concepts to Fortune 100 clients. Gathered and defined
  marketing needs, establish scopes, and manage project milestones.
• Designed creative digital displays used for online marketing.
• Applied knowledge of production to create high-quality photos and graphics.
• Developed creative design for marketing packages, including print materials like brochures, banners,
  trade booths, freebies, and signs.

University of San Diego, San Diego, CA   **January 2012 - June 2017**
Senior Instructional Technologist and Graphic Designer
• Planned and monitored implementation of technology-based learning programs while designing
  course materials and supporting implementation.
• Contributed to expanding a portfolio of 20 course offerings to over 300, including 4 fully online
  master's degree programs.
• Incorporated video editing, sound, graphic design, interactive multimedia, and other design techniques
  into learning modules for highly effective pedagogy.

U.C. Berkeley, Berkeley, CA   **September 2010 - December 2011**
Senior Online Course Builder
• Constructively contributed to online course building efforts, created graphic simulations for
  pedagogical application, maintained cloud-based organization, LMS and technical troubleshooting.

ADDITIONAL RELEVANT PROJECTS

Graphic Design, Juxtapoz Magazine, San Francisco, CA
Delivered motion graphic design expertise for a collaborative 30 second TV advertisement promoting the
magazine's 15-year anniversary art auction using After Effects and Illustrator.

Illustrator, Behind the Shed, San Diego, CA
Delivered a digitally illustrated a children's book. Saw project through from concept to completion using
Illustrator, Photoshop, and InDesign. See examples from this project at www.behindtheshed.com

Director and Editor, We're All Just Little Children Music video, Los Angeles, CA
Conceptualized, storyboarded, directed, and edited the video for Los Angeles Indie rock band; Final Cut Pro, After Effects.

EDUCATION

Bachelor of Applied Science (BAS), Motion Graphic Design
Expression College for Digital Arts - Emeryville, CA

PORTFOLIO

www.mhardydesign.com