

MICHAEL HOGAN. EXPERIENCED, CREATIVE LEADER.

SKILLS

- Adobe XD, InDesign, Photoshop, Illustrator, Acrobat, After Effects, etc.
- Davinci Resolve
- Blender & Lightwave 3D
- Excel, Word, PowerPoint
- Text editors like Sublime text, etc.
- Proficient in HTML/CSS
- Physical Prototyping
- Associative Mapping

AREAS OF EXPERTISE

- Critical Thinking & Problem Solving
- Developing & Producing Ideas
- System Design
- UX: UI Design (Both physical/digital)
- Storytelling
- Photography & Motion
- 3D Visualization
- Print & Material Production

EDUCATION / TRAINING

2014

UX Certified: Nielsen Norman Group
Specialty in Interaction Design
ID 1006038

2001–2003

Randolph Technical College
A.A.S. Degree: Advertising & Graphic Design

EXPERIENCE

GLEN RAVEN, INC. / 2008–PRESENT (13yrs)

- Helped lead transformational efforts that continue to increase profitability companywide and played instrumental, leading roles in every major brand's strategic repositioning and creative expression at Glen Raven
- Built and lead a team of designers, copywriters, and UX disciplines, and work closely with external partners and agencies in the development of creative work
- Traveled extensively, creating assets for marketing initiatives that have helped Sunbrella® dominate premium segments of outdoor markets while also creating the interior performance category

ART DIRECTOR / CREATIVE LEAD (Current Role – 6 yrs)

- Lead creative and art direction for multiple brands throughout the organization
- Work closely with strategy teams to develop and co-author briefs
- Work to uncover transformational insights based on research and data
- Routinely lead associative-thinking and brainstorming sessions with teams
- Interpret and translate briefs into effective creative work
- Use a "people-centric" creative approach to lead both creative work and teams
- Architect brand platforms and structures that service teams in the development of brand products and tools
- Routinely communicate and present creative thinking to leadership
- Maintain brand governance throughout the organization
- Work as client-side creative lead with external partners in developing creative content
- Create and develop narratives through text, photography, and motion
- Develop global and localized campaigns and ideas that support strategic initiatives
- Lead the design and execution of marketing touchpoints–digital, print, and experiential
- Built and lead in-house photo and motion teams
- Work to ensure product quality and consistency on multimillion-dollar projects
- Responsible for hiring and cultivating talent within the creative team; routinely perform annual reviews and craft development plans for direct reports
- Assist in developing project workflows, project scheduling, and pipeline management

GRAPHIC DESIGN MANAGER (2 yrs)

- Assumed responsibility for the creative team and their development in addition to previous responsibilities as Senior Designer
- Developed processes and procedures that helped both internal and external teams become more efficient and effective. In 2014, completed over five hundred projects–leading to the development of a companywide project management system that funnels over six hundred multidisciplinary department projects a year
- Rebranded Glen Raven corporate and other house brands
- Heavily involved in the design and development of many Glen Raven web properties
- Developed digital best practices and standards for internal and external teams, resulting in an efficient digital workflow based on a content-first approach
- Worked closely with digital teams to co-develop systems that improved the overall sustainability of digital properties
- Became UX certified in Interaction Design–implemented learnings across all aspects of product design, both digital and physical
- Performed annual reviews and craft personal development plans for direct reports

SENIOR GRAPHIC DESIGNER (5 yrs)

- Assumed responsibility for developing all marketing collateral and led the production of all product tools as the initial hire of what has become the in-house creative team within marketing
- Managed all aspects of conceptualization, strategic thinking, and production
- Worked closely with stakeholders to build strong collaborative relationships that are still in place today

PORTFOLIO / REFERENCES

References are available upon request.

Explore my digital portfolio for a frequently updated sampling of my work, visit behance.net/michaelwhogan

ABOUT ME

I'm a highly-motivated and resourceful creative with over eighteen years' experience in the industry.

I think strategically and solve design and service challenges with a people-centric mindset. I encourage teams to be empathetic and understanding of the people and environments for which they design.

I focus on people, their needs, beliefs, and mindsets to aid in developing deeper connections that lead to stronger teams and more connective creative work.



GENRE BRAND COMMUNICATIONS / 2006–2008 (2 yrs)

WEB AND MEDIA DESIGNER (CONTRACT)

- Designed and developed websites that integrated current web trends
- Worked to create animated short movies aided in the firm's self-promotion

LIGHTSPEED MULTIMEDIA / 2005–2007 (2 yrs)

WEB DESIGNER / DEVELOPER (CONTRACT)

- Designed websites and digital environments for municipalities, B2B clients
- Maintained and edited client sites
- Developed extensive knowledge of HTML/CSS
- Led the transition from table-based design solutions to CSS based websites

REDBURN / 2005–2010 (5 yrs)

Developed a small business to assist local agencies as a digital resource, bringing web services to firms that had never had digital representation.

BUSINESS LEAD / DESIGNER

- Designed and developed websites and digital environments
- Developed HTML/CSS skills during a time of rapidly changing technologies and languages
- Developed a strong understanding of Adobe Flash and ActionScript
- Built and maintained client relationships

LINE DESIGN GRAPHICS / 2003–2005 (2 yrs)

Joined a small, niche agency in Greensboro that developed collegiate branding packages, identities, uniform design, and integrated collateral programs. Worked with many furniture and apparel clients that required on-location photography and extensive offset press work.

GRAPHIC DESIGNER

- Developed collegiate sports identities and collateral for UNCA, CAMPBELL, USC, ECU
- Developed extensive production knowledge through offset press checks and colorwork
- Developed best practices for large project and catalog production flows
- Assisted in gaining new business and developed client relationships and presentations
- Built and developed sports apparel branding, product catalogs, and photography