

MICHAEL HOLDREN

INTRODUCTION

I'm an art director with over 20 years of experience in print and digital content with a comprehensive focus on branding and identity, typography, photography, illustration, color theory, and composition. I've worn many hats at various levels in collaborative environments with a focus on accomplishing the tasks at hand. I take my work seriously without the ego and always strive to provide intuitive and effective solutions.

PROFESSIONAL EXPERIENCE

Production Designer | Apple

8/2021 – Present

Implement the final production process and delivery of imagery for online content.

Content Marketer | Farm Credit Bank of Texas

8/2018 – 8/2021

Produce communication content for a software portfolio for financial institutions; to raise awareness and drive engagement via content, strategy, and creative direction by collaborating with product owners and project managers.

Graphic Designer | National Western Life

1/2018 – 7/2018

Complete various projects: brochures, forms, emails, and video editing. Establish a Sharepoint system for assigning and tracking projects.

Owner | Michael Holdren Design 6/2016 – 12/2017

Create deliverables for various clients: websites, web banners, social media graphics, door hangers, brochures, maps, signs, t-shirts, and event signage.

Project Manager | Dell 8/2015 – 6/2016

Manage the development process for Services and Peripherals products with regional and global product launch site assets on Dell.com and virtual content for industry events. Manage relationships serving as a point of contact between the Dell Blue Creative team and Global Creative Leads: organizing kick-off meetings, creating and maintaining project schedules, managing client expectations, and the handover of production assets.

Global Creative Lead Online | Dell 2/2013 – 8/2015

Own and drive the global content strategy and site experience for the Dell Inspiron and Vostro brands on Dell.com by working with the in-house agency team for development of online assets for new product launches consisting of site, digital, and learn content.

DIGITAL SKILLS

Adobe Creative Cloud:

InDesign, Photoshop, Illustrator, Acrobat, Lightroom, Premiere Pro, Bridge, Dreamweaver

Microsoft Office:

Word, Excel, Powerpoint;
Outlook, Sharepoint, Project, OneNote, Teams

Project Management:

Basecamp, Timefox

OS & Other:

Mac OS X, Windows, HTML, CSS, Pinegrow, Atom, Shopify, Banana Tag, Contact Monkey

Global Creative Manager | Dell 6/2011 – 2/2013

Manage process for development of global site banners and online product images for the Dell.com website for the desktop and laptop business units. Also provide traffic support and creative direction to a team of remote designers and production artists while adhering to Dell brand and visual ID standards.

Art Director | Golfsmith 11/2006 – 5/2011

Oversee process and creative direction for developing print marketing assets: catalogs, direct mail pieces, in-store visual signage, billboards, identifiers for promotional campaigns, brand road map initiatives, a corporate identity system and a technical magazine; plan, direct, and organize photoshoots within budget; daily collaboration with editors, photographers and production managers.

Owner | Michael Holdren Design 11/2004 – 11/2006

Content creation and process management of various print and digital marketing assets for various clients.

Senior Graphic Designer | Motorola 9/2002 – 11/2004

Design and produce a variety of B2B, B2C, and internal communication collateral while adhering to Motorola corporate identity guidelines.

Art Director | Digital Canvas 9/2001 – 5/2002

Develop marketing deliverables for local and national clients.

Web Designer | Savatech 8/2000 – 8/2001

Create and develop websites and flash animations for local and national clients.

Art Director | Pegasus Design 5/1999 – 7/2000

Create and develop annual reports for various Fortune 500 companies.

ACCOMPLISHMENTS

AIIGA | the professional association for design

Community Outreach Director (2005-2007),
Austin Chapter

The Word It Book (2007)

A book of collected entries illustrating the interpretive power of design. I'm on page 154.

EDUCATION

Art Institute of Houston (1999)

Associate of Applied Science Degree in Graphic Design