

Michael Holdren

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INTRODUCTION

Designer first, Project Manager second. I'm a print and digital designer with 18 years experience. I work well with others, and can also self-motivate. I take my work seriously without the ego. In everything I do, my goal is to provide simple, intuitive, and effective solutions.

PROFESSIONAL EXPERIENCE

Michael Holdren Design 6/2016 – present

Design and produce 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

[contractor for Liaison Creative + Marketing]

Manage 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 point of contact between the DellBlue Creative team and Global Creative Leads: organizing kick-off meetings, creating and maintaining projects schedules, managing client expectations, and the handover of production assets.

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

[contractor for Liaison Creative + Marketing]

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.

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

[contractor for Liaison Creative + Marketing]

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 such as 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 and organize photoshoots within budget; daily collaboration with editors, photographers and production managers.

Michael Holdren Design 11/2004 – 11/2006

Content creation and process management of marketing assets: design and produce various marketing materials, websites, multimedia projects, brochures, magazines, and other collateral for local and national clients; also assisted design studios – on-site or remotely – for completing projects in a timely manner.

Senior Designer | Motorola 9/2002 – 11/2004

[contractor for Liaison Resources]

Design and produce a variety of B2B, B2C, and internal communication collateral: identities, campaign/event giveaways for product launches, signature graphics, brochures, direct mailers, event signage, posters, factsheets, and other print 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.

DIGITAL SKILLS

Adobe Creative Cloud:

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

Microsoft Office:

Word, Excel, Powerpoint, Outlook, Sharepoint, Project, OneNote, Lync

Project Management:

Basecamp, Timefox

OS & Other:

Mac OS X, Windows XP/7, HTML, CSS, Shopify, Pinegrow, Atom

ACCOMPLISHMENTS

AIGA | 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