





mikaelaehly

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 mikaelaehly.com

Versatile designer for print and digital with 12+ years of professional experience. Detail-oriented visual problem solver with a knack for organizing large documents and data. Passionate about typography, iconography, clean vectors, and data visualization.

PROFESSIONAL EXPERIENCE

Designer, Front-End Developer

Harsch Investment Properties / Jordan Schnitzer Family Foundation / The Harold & Arlene Schnitzer CARE Foundation • Portland, OR • 2016-Present

Developed brand standards for 70-year-old company and manage all associated brands. Rebranded and redeveloped brand standards for company after name change. Design graphics for all internal and external marketing, including ads, branding, brochures, presentations, social media graphics, email campaigns, annual reports, and more. Manage press checks for critical projects. Design, develop, and maintain Wordpress-based websites for public-facing accounts as well as one-off campaigns.

Freelance Designer

UW-Waukesha • Waukesha, WI • 2010-2020

Developed and executed visual solutions to aid Director of Marketing and Communications in marketing campaigns. Created print and web graphics for campus events, academics, extracurricular lectures and fine arts programming.

Designer, Front-End Developer

Tuna Traffic • Racine, WI • 2014-2016

Designed and developed responsive websites, emails, and landing pages using Wordpress. Worked closely and collaboratively with developer on larger-scale website buildouts. Created and managed branding and style guides for a diverse client base.

Graphic Designer

The Roberts Group • Waukesha, WI • 2012-2014

Worked closely with art director and creative directors to execute strategy-driven visual communication. Designed graphics and layouts for marketing including print and outdoor advertisements, web ads, direct mail pieces, annual reports, and logos. Maintained CMS-based websites for clients and company.

Staff Designer, Front-End Developer

Johnson Creek Enterprises • Hartland, WI • 2011-2012

Designed and developed responsive eCommerce website using HTML5, CSS3, and jQuery. Designed and produced suite of packaging materials. Established brand standards guide. Additional responsibilities included (but were not limited to): copywriting, copy editing, product photography, and stealthy operation of Nerf weaponry.

Web Designer

Powersports Network • Sussex, WI • 2010-2011

Designed websites and motion graphics for powersports, RV, marine, and Harley-Davidson dealerships across the country.

Graphic Artist

University Housing at UW-Milwaukee • Milwaukee, WI • 2009-2010

Designed logos, banners, signage, handbooks, and other promotional materials for University Housing employees. Worked with printers in-house and prepared documents for production on four-color presses.

EDUCATION

Bachelor of Fine Art – Graphic Design

UW-Milwaukee (Graduated May 2010)

Minor in English, Advanced studies in Spanish

Activities: AIGA, Japanese Animation Association

SKILLS

Adobe CC: InDesign, Illustrator, Photoshop
Wordpress
Coda
Front-End Development: HTML, CSS
Sketch 3
InVision
MailChimp
Mac, Windows
Proofreading

AWARDS

Cancer Awareness Advertising Awards 2015

Silver Award

Pink Up 2014 Web Banner Advertising

Client: Saint Francis Medical Center

Category: Website Banner Advertising

Cancer Awareness Advertising Awards 2015

Silver Award

pinkupcape.com / digforlife.com

Client: Saint Francis Medical Center

Category: Website

HOBBIES & INTERESTS

Typographic design, branding, iconography, handdrawn type, tabletop games, vinyl toy design and customization, reading, the neverending pursuit of Portland's best ramen.