

# lll mikaelaehly

✉ mikaela.ehly@gmail.com

📍 Portland, OR

👉 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

Led and managed creative for rebrand of 70-year-old commercial real estate company including logo and collateral development, tenant and broker communication, website development, and the establishment of brand guidelines and signage standards to unify the previously disparate brand look across six states in the Western US. Design graphics for all internal and external marketing, including ads, branding, brochures, presentation decks, social media graphics, email campaigns, annual reports, and more across four major accounts. 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. Developed infographic suite for every two-year school within the University of Wisconsin system. 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 for clients in the healthcare industry. 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 for five-year-old company. 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 and student housing recruitment. Coordinated with vendors for printing both in-house and externally.

## 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

Front-End Development: HTML, CSS

Sketch 3, Figma

InVision

Coda

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, hand lettering, tabletop games, vinyl toy design and customization, the neverending pursuit of Portland's best ramen.