

Mike Haselhuhn

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Creative samples can be viewed at mikehaselhuhn.com

STRATEGIC ART DIRECTOR / DESIGNER / VISUAL STORYTELLER

Critically thinking creative, developing and designing distinctive projects for print and digital workspaces, as well as bold, compelling, disruptive campaigns. Trained in the subtle nuances of typography, layout, and color use. Always ensuring, and maintaining brand consistency.

Positive, fun, can-do, collaborative, creative and strategic mindset. Supporting major campaign efforts, consistently delivering outstanding results. Ability to take very basic thoughts and turn them into streamlined, visually impressive materials. Execute projects at an expert level with industry leading software. Great mentor to other designers to ensure their success.

Print, digital, branding, UX/UI, B2B, B2C, MAC, Windows, Adobe CC, MS Office, Figma, HTML, CSS, DAM, Brand Folder, production

PROFESSIONAL EXPERIENCE

HORIZON GLOBAL, Plymouth, MI | 2019 - 2023

SENIOR DESIGN LEAD - GRAPHIC DESIGN MANAGER

- Create projects from initial concept through completion including digital and print for Retail, Aftermarket and OEM. Being a visual storyteller for our company, responsible for concepting, design implementation, and final execution of creative projects that align with the brand, mission, and goals of our company
- Lead designer, tasked with mentoring junior designers and establishing consistency in design and project workflow across marketing department including digital and print, advertising, event show materials from large format wall graphics to room drops, retail packaging and signage, marketing collateral, web banners, and social media imagery
- Manage workflow across team, proactively planning for product introductions and other major projects
- Provide team leadership for the art direction and graphic design of brands including REESE, Draw-Tite, Bulldog, Fulton and Tekonsha. Responsible for direct reports. Team consists of graphic designers working across all brands and channels
- Coordinate with the broader Marketing and Sales team to insure the priority and timeliness of all projects

THOMSON REUTERS, Ann Arbor, MI | 2014 - 2019

SENIOR MARKETING DESIGNER

- Designed, produced, managed and ensured timely completion of time-sensitive deliverables in a fast-paced, deadline-driven workstream, including digital and print, advertising, corporate and sales presentations, marketing collateral, brochures, sell sheets, case studies, email and web banners, social media imagery, catalogs, and event show materials from large format wall graphics to room drops
- Established and enforced a comprehensive set of guidelines and templates to ensure design and brand consistency across entire Tax and Accounting business unit
- Generated innovative campaign concepts and executions for large scale product launches, often presenting to executive stakeholders and brand team
- One of two team members behind the creation of the award-winning Quickfinder Social Media Initiative of the Year campaign that also became the most successful TRTA social media engagement campaign to date
- Lead designer, tasked with mentoring junior designers and establishing consistency in design and project workflow across marketing department

FCA, Auburn Hills, MI (contracted through Advantage Technical Resources) | 2011 - 2014

SENIOR GRAPHIC DESIGNER — CHRYSLER ACADEMY

- Designed and executed instructional print, web, and multimedia training materials for all Chrysler Group brands (Chrysler, Dodge, Jeep, Fiat, etc.) for dealership sales, after sales, and service departments worldwide
- Ensured and maintained brand consistencies throughout each project with the different Chrysler Group brands
- Many of the projects required an expert level of photo editing, retouching and manipulation

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PROFESSIONAL EXPERIENCE CONTINUED

SCHOOLCRAFT COLLEGE, Livonia, MI | 2009 - CURRENT

ADJUNCT FACULTY / ASSOCIATE PROFESSOR

- Instruct classes in the Computer Graphics Technology department. Classes include: Web Design and Development, Graphic Design Concepts and Technology, Print Design with InDesign, Digital Illustration with Illustrator, Digital Photography with Photoshop

PIXANTIA, Commerce, MI | 2009 - 2011

SENIOR ART DIRECTOR

- Account and design lead for all clients, ranging from print to automotive
- Ensured all projects were completed within budget and timeline constraints
- Projects included: website, brochures, email blasts, corporate identity, posters, print ads, point of purchase, direct mail, multimedia and trade show banners

GRAPHIC PROMOTIONS, Berkley, MI | 1999 - 2009

SENIOR ART DIRECTOR - DESIGNER / ACCOUNT EXECUTIVE / PROJECT MANAGER

- Developed top tier campaign concepts and creative execution for clients nationwide including: Acura Financial Services, Albert Kahn & Associates, Chrysler Corporation, Chrysler Service Contracts, Chrysler Financial, Chrysler Insurance, D.O.C., Ghafari & Associates, Honda, Honda Financial Services, Imperial Marketing, Jenkins Construction, Kmart, Mercedes-Benz, Mopar, Schostak Brothers, and Taubmann Group
- Designed corporate identity, brochures, posters, print ads, point of purchase, direct mail, website design, multimedia, photo retouching, catalogs, and package design and contents
- Managed team of 3D/CGI producers on all architectural and automotive projects, provided art direction, and ensured timely completion of projects
- Pitched campaigns to, and collaborated with clients in the development of creative approach
- Managed client budgets and ensured projects were kept within the timeline and completed on time

EDUCATION

COLLEGE FOR CREATIVE STUDIES, Detroit, MI

- **Bachelor of Fine Arts - Graphic Communications**
Major: Art Direction and Design

CAREER DEVELOPMENT

AMERICAN MANAGEMENT ASSOCIATION

- **Management Skills for New Managers**
Earned certificate using the Situational Leadership® II model on how to manage people and understand the crucial foundational skills to shift from being an individual contributor to a well-respected manager who can achieve team success and drive bottom-line performance

TECHNOLOGY

MAC, Windows, Adobe CC SUITE, MicroSoft Office, Project management software, DAM (Digital Asset Management)

- InDesign
- Photoshop
- Illustrator
- Acrobat
- Figma
- HTML
- CSS
- PowerPoint
- Word
- Workfront
- After Effects
- Brand Folder