



**Mike Hansen**  
Design • Direct • Develop

## Introduction

I'm a graphic artist, painter and user experience expert with genuine love of design. In my career I have led teams of designers and developers and worked with countless creative contractors and vendors.

From airbrush and silkscreen to animation and environmental art installations, there's not a medium that I don't embrace. I have developed multimedia and creative projects for all branches of military and other government agencies, as well as lead marketing teams to increase brand awareness and revenue. I've had a painting hang in the White House and my illustrations have been featured on magazine covers and consumer products. I love a challenge and working with other creative people.

## Education

- ▲ Graduated as Valedictorian with honors, from UCC with an associate degree in multimedia and computer graphics.
- ▲ Received web master certification from Alpha Computer Solutions and was also awarded certification as web master instructor.
- ▲ Certifications in Adobe Photoshop, Illustrator, InDesign and Animate.

## Work History

*2020-Current* **Design Manager, Lines for Life**

### Highlights

- ▲ Redesigned the organizations Style Guide and asset catalogue.
- ▲ Redesigned and we are rebuilt entire Lines for Life website collection.
- ▲ Established new workflow processes and integrated project management tools for greater efficiency.

Lines for Life had not had a designer for over a year when I was hired and there was several months of backlogged projects waiting. I was able to catch up and begin to integrate a new look and feel within 6 months.

A little over a year later a new style guide and set of resources has been provided to the organization.

Lead the department for over a year while we looked for and transitioned to a new Marketing Director.

I have created designs for multiple live and virtual events and countless documents, posters, mailers and social media campaign assets.

*2006-2020* **Creative Manager, MasterControl**

### Highlights

- ▲ Managed team of graphic designers, motion designers, web designers/ developers, multimedia experts and videographers.
- ▲ Managed outside vendor and contractor relationships.
- ▲ Created, maintained and enforced style guides.
- ▲ Created, directed and arranged for printing and install of all building designs and both inside and outside of the offices.

My team was responsible for all design and media projects ranging from website design and development to tradeshow and event production, and everything in-between.

Managing outside vendors and contractors was a large part of my role. I created social media content, campaigns and personally designed over 5000 projects.

I have become very well versed in SEO, PPC and content marketing, as well as traditional approaches to lead generation.

## Skills

I'm an Adobe Photoshop, Illustrator and InDesign expert with experience in all of the Creative Cloud Design Suite applications. Highly skilled photographer and videographer and proficient in both digital and print creation and production. Over 20 years of experience managing teams of creatives and developers. A technology junkie that quickly adapts to the latest and greatest platforms and products. If I can create something with it, I want to try it.

## Software & Technology

Adobe Creative Cloud Design Suite. Microsoft Office suite and many other design, audio, video and 3D software products.

Microsoft Office Suite, HTML and CSS. Comfortable in Mac OS, Windows and Linux.

## Contact

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## 2004-2005 Human Factors Specialist, Novell

### Highlights

- ▲ Conducted user testing on multiple product families.
- ▲ Created detailed reports on findings and made recommendations for streamlining user interactions and experiences.
- ▲ Created product prototypes and designs.
- ▲ Designed and led user experience booth at the Brain Share conference.

User interface design and development was my primary role. I was responsible for designing consistent, easily usable and appealing interactivity for software and web products.

User experience studies and research were a large part of my daily job. I regularly created html templates and prototypes for the engineers to implement.

I worked on iManager, NSBS and Novell Linux desktop to name a few. I Designed and developed the first User Testing lab at our annual conference "Brain Share". With an overwhelmingly positive response, it was replicated at "Brain Share Europe" and continued long after I left.

## Clients

### Corporate projects include:

Obeo, UT  
WARMZONE, UT  
Ticker Magazine, NY  
Lucent Technologies, OK  
Copper Canyon Farms, UT  
Leadstreams Marketing, UT  
Mike's Hard Lemonade Co, IL  
Beckstrand and Associates, UT  
The Atlantic Monthly Magazine, NY

### Military projects Include:

Hill AFB, UT  
HQ USMC, DC  
Hickam AFB, HI  
Edwards AFB, CA  
Vandenberg AFB, CA  
Army Research Lab, MD  
Fort Hood Army Post, TX  
Camp Pendleton USMC, CA  
Minnesota Army National Guard, MN

## 2001-2004 Senior Art Director and Multimedia Developer, EMAssist

### Highlights

- ▲ Managed team of graphic designers, web designers/developers and multimedia experts.
- ▲ Created over 50 eLearning courses and hundreds of other design projects.
- ▲ Established human factors testing and analysis.
- ▲ Developed usable processes for implementing SCORM in eLearning courses and LMS systems.

I lead the development of all multimedia projects and personally built over 50 courses, many web sites (html, flash, java script, CSS, etc.), and all print work for company and client use.

I Built a team of developers to handle workload and designed and implemented the course development processes.

Interfaced with clients and traveled to customer sites to discuss projects and gather media, photographs, video, reference materials, usability data and more. Developed and implemented many new techniques for teaching people on-line as well new as ways to implement them.

My team was the first in the world to build SCORM ready courses and provided our clients with custom built Learning Management Systems.

## 2001-2002 Instructor, Utah Creative College

Lead design instructor for Adobe Photoshop and Premiere in the evenings and occasionally would pick up a class as a substitute for many other graphic classes.

## 2000-2001 Artist and Instructor, Alpha computer Solutions

Lead instructor for many graphic and web production software products, and main web master certification course. I was also the lead artist of the marketing department and developed the corporate identity and web presence.