

MICAH HEISELT

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EDUCATION

Brigham Young University – BFA Graphic Design: 2004

- Publication, packaging, identity, and general print design
- Silk screening, letterpress, book binding
- Web design & Motion graphics

WORK EXPERIENCE

Johnson & Johnson - Global Strategic Design Office – Dec 2010 - Present

- Position: Packaging Designer - Oral Care
- Work on global packaging projects for Listerine, Reach, Rembrandt and other brands.
- Manage projects, build & organize presentations, and present to marketing partners.

UncommonGoods LLC – May 2008 - Dec 2010

- Position: Associate Art Director
- Designed and art directed the layout for quarterly catalog, circulation 2-5 million.
- Headed a small team to research, plan and wireframe a complete website redesign.
- Designed the user interface and coded the html framework and CSS styling for site.
- Redesigned email campaign and strategy, increasing sales 87% the first quarter and 170% over 2 years.

Freelance – Aug 2007 - May 2008

- Worked on ads, logos, identities, high end brochures and publicity pieces
- High level of turn around and project movement

The Polynesian Cultural Center – Hawaii's #1 Paid Visitor Attraction: 2004-2007

- Position: Head Graphic Designer
- Oversaw the company brand
- Supervised design throughout the company and out-sourced work
- Oversaw photo shoots for new imagery
- Worked with vendors to produce quality and cost-effective collateral

The Moderns – Holistic branding studio in Manhattan: Summer 2003

- Position: Graphic Design Intern
- Reworked past ad campaign to be implemented in different venue
- Worked on website re-design

Instructional Media Center – Faculty support and consultation lab at BYU: 2002-2004

- Position: Multi-media Consultant/Design Mentor
- Worked with faculty and staff to produce media enriched teaching tools

TECHNICAL SKILLS

- Adobe Products (Photoshop, Illustrator, InDesign, Acrobat, Flash, AfterEffects)
- Word, Excel, PowerPoint, WordPress
- Apple Products (iLife, iWork, Final Cut)
- Proficient in HTML and CSS with a working understanding of PHP and JavaScript

VOLUNTEER WORK

Leukemia & Lymphoma Society – 2006

- Raised over \$5,000 for cancer research
- Organized a charity 5k fun run

Church of Jesus Christ of Latter-day Saints – 1998-2000

- Two year teaching and service mission in Japan