

Michael Hedger

Graphic / Web Designer & Photographer
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The logo consists of the letters 'MH' in a bold, white, sans-serif font, centered within a solid blue square.

Objective & Introduction

Highly creative individual and multitalented Graphic Designer with a strong passion for design and new media. Extensive experience and training with a focus on the web, print, marketing, and photography makes me an able graphics professional.

A strong understanding of leadership and team dynamics allows me to take on projects, handling them individually or playing an active role in a team environment while keeping the workflow to an optimum.

I'm looking to become an integral part of a dynamic, diverse team who shares both the knowledge and drive to tackle difficult, relevant problems. With a striking understanding of both what it takes to make an impact with design and the communicative uses of it, I'm able to provide creative, relevant solutions for the complicated challenges that design brings.

Experience

• VerticalScope & ForumFoundry January 2007 - Current • Retainer

This was my further progression into the world of Internet media, social-oriented communities, and enthusiast-driven forums. I initially managed the look and style of nearly all pre-existing and newly acquired assets. VerticalScope owns and operates 140+ sites. I operated as Art Director for their "Auto Division"--communities based on OEM and auto enthusiast discussion platforms. At its current peak, VerticalScope reaches 300M impressions per month by more than 1.8M registered users. VerticalScope's partnership with Ext-N Technologies reached an end, and Ext-N Technologies, as an entity, branched off to create ForumFoundry.

Position Duties:

- Managing web and graphics for a network of 140+ sites
- Developed Media Kits and Sales Proposals for ForumFoundry in order to monetize their efforts through sponsorship and advertising partnerships
- Collaborated with System and Network Admins, Developers, Advertisers, and site owners on designing and/or redesigning communities reaching over 1.8M users. Upon each redesign of each community, growth was made quite apparent by increased numbers of active users, discussion, and ad sales

• BPM Microsystems October 2006 - May 2007 • Contract

I was initially brought on board at BPM Microsystems to replace their dated branding with a refreshed version. The initial three-month contract was extended to a seven-month stay due to exemplary performance and the recognition of a variety of skills and uses for print, web, marketing, and product photography. My skill set became invaluable for the launch of their latest product--the fastest Flash NAND programmer on the market.

Position Duties:

- Revised hundred of production layouts with refreshed branding
- Redesigned the entire product catalog from the ground up. (17+ products)
- Product Photography for web and print use
- Worked closely with the Director of Global Sales and Senior Industrial Designer in coordinating the marketing aspect for the launch of the new “Flashstream” product line
- Designed the Flashstream branding
- Produced trade show booth graphics and materials, magazine ads, and marketing collateral all in anticipation of the product launch at CES 2008 (Consumer Electronics Show)
- Visualized and developed a web presence (landing pages & micro-sites) for emerging products
- Independently worked with printers, vinyl/booth suppliers, marketing analyst, and trade show vendors to consistently meet deadlines early
- The introduction of the Flashstream product line was extremely well-received throughout CES, industry publications, relevant blogs, as well as industry analysts. It set a bar many competitors attempted to reach or emulate

• Ext-N Technologies**January 2005 - December 2006 • Retainer**

This was my first endeavor into the world of Internet Media in form of enthusiast-based online communities. I managed the look and style of over 80+ communities. The growth of the company and its communities garnered interest in larger entities. Ext-N Technologies was acquired by VerticalScope--an existing company with a network of sites with similar interests. My duties at Ext-N Technologies extended over to VerticalScope and my position grew in terms of workload and responsibilities.

Position Duties:

- Created Logos/Branding for each dedicated community
- Designed vBulletin headers, watermarks, and icons for their network of sites
- Collaborated with Admins, Developers, Advertisers, and site owners to illustrate how an aesthetic shift, utilizing a graphical refresh and web elements, could be applied to pre-existing communities to benefit them and bring growth at a very generous rate, thus garnering interest from advertisers

• Freelance Designer**January 2000 - Current****Graphic & Web Designer, Marketing Consultant, Photographer**

- Completed projects in a variety of formats for clients spanning the globe (~80 projects/year)
- Constructed several websites from concept through completion
- Shot Fashion Photography and layout design for a 6-page spread for “AsiaBlue” magazine
- Developed Logos/Branding to be used for both web and print campaigns
- Designed printed materials for use as marketing collateral, book/brochure/folder design, etc.
- Collaborated with Advertising & Marketing Teams, Developers, Industrial Designers, Printers, Vendors, and Copy Writers to successfully meet deadlines early

Skills & Relevant Experience

Software Related

Adobe Photoshop (very advanced)
Adobe Illustrator (very advanced)
Adobe Dreamweaver (advanced)
Adobe InDesign (mid-level)
Adobe Flash (basic)
CorelDraw (advanced)
MS Office (advanced)

Learning: Adobe AfterEffects, Advanced Flash, Actionscripting, Advanced CSS

ForumFoundry

VerticalScope

Ext-N Technologies

*Network of Sites**

Audi-Forums.com
BenzWorld.org
BimmerWerkz.com
Ferrari-Talk.com
FordForums.com
GMinsidenews.com
Kia-Forums.com
Lamborghini-Talk.com
LandRoversOnly.com
LotusTalk.com
CubeForums.com
NissanClub.com
NissanForums.com
ScionForum.com
SRTforums.com
SuperHonda.com
Suzuki-Forums.com
ToyotaNation.com
VWforum.com
ViperAlley.com
VoltForums.com
CherokeeSRT8.com

ClubFrontier.org
ClubXterra.org
Dodge-Nitro.com
FJCruiserForums.com
H2Fanatic.com
JeepCommander.com
LandRoversOnly.com
SSRFanatic.com
TheDieselStop.com
TitanTalk.com
R8Talk.com
300cForums.com
CaliberForums.com
ChallengerTalk.com
ChargerForums.com
FordGT500.com
GTOForum.com
Hornet-Forums.com
SkyRoadster.com
SolsticeForums.com
SRT10Forum.com
Z06Vette.com

** list represents a fraction of their network of sites.*

Design-specific Skills

- web layouts/landing pages/micro-sites
- logo development/branding
- GUI (graphical user interface) development
- flash presentations
- tradeshow booth graphics
- web ads/banners
- signage/magazine ads
- typography
- product, fashion, automotive, photography
- photo manipulation/post-processing

Other Skills

Fluent in PC & MAC Platforms
Excellent Written & Verbal Communicative Skills
Great Team Player
Confident Working Independently
Works Great Under Pressure
Extremely Deadline-driven
Fast Learner & Great Teacher
60+ wpm

Portfolio & Work Samples

- http://www.silentwake.net/_portfolio (2008)
- http://www.silentwake.net/_07/ (2007)
- http://www.silentwake.net/_06/ (2006)

Physical design work available upon request.

Includes: magazine spread, marketing collateral, clothing design, presentation folders, CD design, and others

References Available Upon Request