

MIKAELA ALBRIGHT

Graphic Designer and Marketing Expert

SKILL HIGHLIGHTS

- Adobe Creative Suite
- Brand Identity
- Social Media Marketing
- Layout Design
- Print and Digital Design
- Information and Data Visualization

TECHNOLOGY SKILLS

InDesign	██████████
Illustrator	██████████
Photoshop	██████████
Acrobat	██████████
After Effects*	██████████
Premier Pro*	██████████
HTML/CSS	██████████
Microsoft Office	██████████

*Actively enrolled in an online video master course

EDUCATION

University of Wisconsin Madison, WI

- BS Art/Graphic Design
- Minors in Entrepreneurship and Digital Studies
- Dean's List

Digital Summit Marketing Conference

Adobe MAX

Legal Marketing Association Regional and Annual Conferences

CONTACT

715-797-0739
mikaela.a.albright@gmail.com

MikaelaAlbright.com

EXPERIENCE

- 11/20 – Present **Graphic Design & Branding Specialist**
Crowell & Moring – Washington, DC
 - Co-lead the effort of a global Am Law 100 firm rebrand from concept through implementation by creating both internal and external facing branding materials
 - Designed a variety of website page layouts to provide the developer for our site redesign
 - Implemented a Data Asset Management site with self serving digital brand templates along with providing and leading training sessions
 - Aided in the implementation and adoption of video utilization within the firm
 - Collaborate with attorneys and business development professionals to create a variety of marketing materials and campaigns including, but not limited to, advertisements, event signage and products, social media and website graphics, brochures, placemats, publications, posters, microsites, presentations, email and webinar graphics, and self service templates
 - Work with photographers and videographers to art direct throughout production process as well as fill in as a photographer or videographer when needed
 - Provide supervisory direction and feedback of team when appropriate
 - Create story boards and videos for various campaigns and special projects
- 3/20 – 11/20 **Graphic Designer**
Porter Novelli – Washington, DC
 - Created concepts, graphics and layouts for a variety of integrated communication campaigns
 - Collaborated with other designers, art directors and producers to create deliverables that meet project needs, support client objectives, and meet quick deadlines
 - Updated and adapt creative deliverables for a variety of media and clients
 - Supported new business opportunities by developing creative proposal presentations
 - Designed for a large variety of organizations from differing industries including public health, pharmaceuticals, government, environmental conservation, and consumer goods
- 5/17 – 3/20 **Graphic Designer**
UnitedHealth Group – Minnetonka, MN
 - Served as the main resource for design and brand for those with less creative experience
 - Provided and lead consultations with internal and external partners
 - Designed and advocated for the use of clear, audience friendly graphics, following brand standards along with current and emerging trends
 - Anticipated customer needs and develop high quality design solutions to meet them
 - Translated executives' vision to presentation, print and digital materials using a sophisticated business design sensibility
 - Reviewed and provided feedback on freelancers' and vendors' designs
 - Created documents to aid in the onboarding of our Executive Vice President and Chief Human Resources Officer along with other executive and senior leadership
 - Utilized an agile marketing process along with the Kanban management method
- 9/16 – 5/17 **Production Artist**
UnitedHealth Group – Minnetonka, MN
 - Assessed and interpreted complex customer needs and requirements
 - Responsible for creation of graphics, executive documents, and other print/digital materials for assigned internal and/or external communications
 - Designed for numerous global businesses within the company, each with their own distinct brand, and helped lead major company re-brand projects
 - Collaborated with vendors, global team members, and executives to create marketing materials that enhance our talent's experiences and knowledge of the company
 - Developed creative content in support of A/B and multivariate testing