Michelle Hiland

Graphic Designer & Developer

Contat Info

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Summary

As a graphic designer and developer I have helped start-ups in gaining an on-line presence and enjoy creating modern attractive websites. I have created infographics, logos, banners and managed social media platforms. I have excellent written and verbal communication skills. I have a competitive mind from running trail races and value working through challenges and staying positive. I love learning and I am constantly attending workshops or studying on-line to always be enhancing my skill set.

Relevant Qualifications

- Organized, goal oriented, able to see big picture yet highly detail oriented
- Analytical problem solver, able to anticipate issues and create new solutions
- Excellent interpersonal skills and ability to communicate with a variety of people, technial and non-technical
- Able to develop websites, logos, infographics and research & analysis reports
- Highly innovative, eager for collaboration and welcome constructive feedback

Areas of Proficiency

Computer Skills

HTML/CSS, Javascript/jQuery, PHP, MySQL, Python, Django, LAMP, Adobe Illustrator/InDesign/Photoshop, Wordpress, Microsoft Excel/Access/Visio/Word/PowerPoint

Skill Areas

Website Design and Development, Social Media Management, Business Strategy & Project Management, Research & Data Analysis, Business Intelligence and Predictive Analysis, Instructional Design & Training

Relevant Experience

Freelance
Designer Guru

September 2015- Present

✓ Website Design
- I design and develop each website based on a discussion of needs and preferences
- I set up the domain name and host services for each website I create
- I maintain websites and optimize for best SEO practices

✓ Graphic Design
- I use Illustrator to create layouts for websites, applications and page mock-ups
- I create logos, infographics, business cards, packaging labels, announcements, banners

✓ Social Media Management
- I create posts, images and videos for all social media platforms and find relevant articles and information to aid the personalized content.
- Create and implement social media ad campaigns

Mtn Dog Media
Front End Developer   **December 2015- Present**

✓ Website Maintenance and Management
- • CSS and HTML customizations to WordPress themes, Canvas, Drupal, Django
- • Choose, implement, and troubleshoot WordPress plugins (Including WooCommerce), capture website backups
- • Create and manage website development environments on domains and subdomains

✓ Website Design
- • Provide creative ideas for evolving client projects including graphics, layouts and copy-write and package labels
- • Provide structure for responsive websites

Amy's House
Social Media Manager and Website Developer Assistant   **March 2015 - August 2015**

✓   Social Media Manager
- • Weekly posts on Facebook and Twitter to drive customer loyalty, market branding and event notifications

✓   Website Assistant
- • Website updates and management in WordPress

TransFirst
                                                              March 2013 - March 2015
Data Operations Specialist / Team Lead

✓   PCI Project Team Leader
- • Manage security and billing initiatives to increase customer PCI compliance rate to reach above industry standards
- • Initiated cross training to improve work flow and documented all processes
- • Coordinator between all departments to fulfill the project requirements

✓   Data Specialist
- ▪ Monitor and update database to ensure data is up to date, accurate and consistent
- ▪ Relational data mining and analysis of merchant billing and pricing (Access and Excel)
- ▪ Create reports based on end-user needs (Sales & Marketing)
- ▪ Brainstorm and research ways to improve current processes and implement solutions

✓   Manage Statement Messages and Logos
- ▪ Communicate regularly with sales channel and partner vendor to set-up and implement monthly statement messages inserts and logos for three portfolios to allow for pricing initiatives and customer notification

Education

Harvard EdX - Introduction to Computer Sceience   **May 2015**

University of Colorado at Boulder-Leeds School of Business   **December 2011**
- ▪ B.S. degree in Business Administration-Emphasis in Operations and Information Management
- ▪ B.S. degree in Arts & Science-Major in Integrated Physiology

London School of Economics and Political Science   **Summer 2011**
- ▪ Finance Seminar-Study Abroad