



# MICHAEL HEUVELMAN

Graphic and Web Designer

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## PROFILE

Looking for a position that will allow me to use my accumulated knowledge and experience to help grow a brand's awareness. Enjoy working in all media, but have focussed on video and web for the past 15+ years. The immediate results are both effective and challenging for different markets.

## SKILLS

Photoshop



Illustrator



InDesign



Premiere



After Effects



HTML CSS



## INTERESTS



TRAVEL



PEOPLE



COFFEE

## EXPERIENCE

### Wollersheim Winery, Inc.

Sr. Media Designer

July 2023 - Present

Sauk City, Wisconsin

Design and manage nearly all media, online, packaging, publications, billboards, and signage on and off properties. Reporting directly to the VP of Marketing. This role allows me to wear many hats and add value to the brands.

### Johnson Health and Fitness

Graphic Designer

June 2022 - January 2023

Cottage Grove, Wisconsin

Lead designer of a small team that had a large impact on the brand. My experience was leveraged to expand the brand's presence online, in events and publications.

### Fiskars Brands, Inc.

Sr. Digital Media Developer

May 1998 - June 2022

Madison, Wisconsin

Global brands offering great experience which has developed design experience and allowed many opportunities to expand skills.

Began as a Graphic Designer, but quickly moved into Digital Media. Over the years, there were many types of media executions, from on-shelf displays to full virtual experience venues for many of our products. This gave many people an opportunity to know the brands which was key.

At the heart of the experiences was the web which became the main involvement with the products.

### Capital Newspapers

Media Designer

2006 - 2007

Madison, Wisconsin

Developed and designed a new periodical and website from the ground up. It published weekly content and created a new revenue stream for the company.

## EDUCATION

### Northern Illinois University

Bachelor's of Fine Arts, Design - Electronic Media