

# Mikaela Heyboer



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## NY RedBulls

*Graphic Designer | 2025*

- Designed dynamic in-arena graphics, jumbotron visuals, and environmental branding, to enhance the game-day experience.
- Created large-format signage displayed throughout the stadium, ensuring brand consistency and high visibility for fans and sponsors.
- Developed printed handouts and promotional materials that engage attendees and support marketing initiatives.
- Contributed creative ideas for social media content, pitching engaging concepts to enhance fan interaction and amplify the team's digital presence.

## GLOW Social & Digital Agency

*Art Director | Designer | 2020 - 2023*

- Led high-profile projects for clients including Spotify, Apple TV+, NBCU, and HBO.
- Created static and motion graphics across all social media platforms for AMC+, Showtime, NBA, Youtube, Westminster, and Paramount simultaneously.
- Managed a team of designers, ensuring high-quality content delivery.
- Illustrated for numerous projects.
- Implemented creative solutions during high-pressure, fast-turnaround projects, ensuring timely delivery.

## NIZIQ Athletics

*Senior Designer | 2018 - 2020*

- Created cohesive branding strategies across apparel, posters, advertising campaigns, logos, and packaging design.
- Conducted brainstorming sessions and managed project deliverables.
- Prepared and edited presentations for key client meetings.
- Collaborated with cross-functional teams to overcome design challenges.

## Education

*Savannah College of Art and Design (SCAD)*

BFA in Graphic Design

GPA 3.55

## SCAD Women's Soccer

*Captain | 2020*

- Responsible for communication among 3 coaches, 3 athletic trainers, and 30+ players.
- Constantly balanced time between sports, school, and health.

## Honors

Captain Chair | 2018 - 2019

Full Athletic Scholarship | 2016 - 2020

Dean's List | 2016 - 2020

NAIA Academic All American | 2018

## Volunteer Work

Tybee Island Run | 2015 - 2019

American Family Day (Savannah, GA) | 2016 - 2019

Special Olympics (Savannah, GA) | 2016 - 2020

Animal Shelter (Savannah, GA) | 2017 - 2020

## Skills

Adobe Creative Suite

(Photoshop, Illustrator, InDesign, After Effects)

Typography

Design Strategy

Communication

Time Management

Leadership

Attention to Detail

Problem-Solving & Critical Thinking

Branding & Identity Design

Social Media Content Creation

Creative Concepting & Storytelling

Sports Marketing & Fan Engagement