

Michael E Hellinger

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EMPLOYMENT

Sr Manager of Creative HanesBrands, Creative Services	Evolved and executed creative strategy across departments for \$2+ billion brand, including branding guidelines, agency direction, and ecommerce enhancements. Hired, developed and led creative teams. Collaborated with cross-functional partners to create processes, align resources & build data-driven UX.	2020 – present
Manager of UX/UI Design HanesBrands, Creative Services	Led mobile experience enhancements & consulted on tech trends across all HanesBrands ecommerce sites. Planned & conceptualized creative output while managing the daily production of high quality digital assets for Champion.com. Guided integration of digital materials for int'l brands acquired by corporation.	2017 – 2020
Manager of Graphics HanesBrands, Creative Services	Shaped the look & feel of the Champion brand across multiple channels from ecommerce to social media. Won sports-licensing account with unique vision; supervised team to maintain digital marketing materials.	2010 – 2017
Asst Manager of Graphics HanesBrands, Creative Services	Collaborated cross functionally to redesign website & digital graphics for Champion, increasing sales and customer satisfaction. Designed Champion's 1st social media campaign, <i>SuperFan</i> , featured in Adweek.	2007 – 2010
Design & Production Supv. HanesBrands, Corporate Affairs	Collaborated with leadership to establish key digital and print materials for spin off of Hanes from Sara Lee. Led visual creation of key interfaces including corporate web site. Improved publishing processes for internal communications. Directed departments and agencies on applying corporate identity.	2005 – 2007
Project Manager Fujifilm E-Systems, Interactive	Led design projects including redesigning interfaces to store & share digital photos across web sites, software and store kiosks. Developed targeted marketing strategies for online photo sharing.	2004 – 2005
Instructor Rochester Institute of Technology	Created coursework: syllabi, lesson plans, tests, projects, and exercises for <i>Elements of Graphic Design</i> and <i>Skills for Design</i> . Taught class sizes of 30+, led all lectures, formulated and evaluated all studio work.	2002 – 2005
Co-founder, Director 3Dub Design	Founded web design company with pioneering CSS-coded interfaces. Developed strategies to grow health care, insurance, and construction businesses. Led team of five to build websites from start to finish.	2002 – 2003
Lead Designer, Multimedia ECU Faculty Development	Led team of four in designing interactive preparatory courses for all ECU chemistry lab students. Trained designers on data visualization & motion graphics. Collaborated with professors to plan course content.	2002 – 2001

EDUCATION

Training & Continuing Ed HanesBrands	Courses in Harvard ManageMentor, leading remote teams, Lean Six Sigma, project planning, diversity & Adobe Cloud
MFA Graphic Design Rochester Inst. of Technology	Graduated 2004, Business Administration concentration; TA, Design lead in student-run gallery collaboration
BFA Commercial Art East Carolina University	Graduated 2002 Magna Cum Laude with Graphic Design concentration; leader in AIGA Student Chapter

SKILLS

Creative Expertise	• Leadership & collaboration • Team building & development • Mentoring & feedback • Branding • Strategy & Process • Communication & presenting • Concept development • Cross-media campaigns • Video, typography & photography
Software Proficiency	• Adobe XD & Creative Suite • Figma, Sketch • HTML, JavaScript, CSS • Microsoft Office Suite • Google Drive Suite

ACTIVITIES

Creative Consulting	<i>Fundraising campaign materials:</i> Crisis Control Ministries, United Way. <i>Identity development:</i> JDRE, Eastman Commons Housing, Coman Publications, Friends of the Earth Grocer, Ardmore Gateway Garden, Whitaker Elementary. <i>Packaging:</i> Gatsby's Liqueur. <i>Data visualization:</i> Routledge Publishing. <i>Custom graphic apparel:</i> ALS Shootout, WFU.
Personal Passions	<i>Coaching:</i> Special Olympics, Bishop McGuinness High School, YMCA, Optimist Club of WS, TSC Youth Rec <i>Permaculture Landscapes:</i> Ardmore Gateway Garden, Moore Elem., Crossnore Children's Home, Residential properties
Honors & Awards	Innovation and Creativity award from HanesBrands' Strategic Marketing Department Prized entries in <i>Graphis</i> magazine, <i>Addy</i> and <i>Pace Ad Awards</i>