



**Deb Hyvonen** Ferndale, MI • 248-953-9025 • debhyvonen@yahoo.com • www.debhyvonen.com

- InDesign CC • Adobe Illustrator CC • Adobe Photoshop CC • Adobe Acrobat 9 Professional • Adobe Dreamweaver CS6
- CyberDuck • HTML • CSS • Adobe Flash CS6 • PowerPoint 2010 • Microsoft Office • CMS: WordPress

## Professional Experience

**Homedics** • Commerce Township, MI

Graphic Designer • June 2018 to July 2019

- Lead Creative for the team redesigning large format graphics for Homedics customer showroom
- Designing/creating packaging, quick-start guides and information brochures in multiple languages for Homedics & Brookstone products
- Creating Amazon ready product photos along with managing and keeping product lists organized using Excel spreadsheets
- Minor photo retouching, creating product illustrations along with extensive pre-press knowledge
- Experience in following client guideline standards ensuring consistency in branding
- Ability to meet multiple (concurrent) project deadlines within budget utilizing time management skills

### Independent Design Consultant

July 2009 to June 2018

- Designing engaging layouts and graphics for print and web
- Background in resizing and retouching photos, creating paths and image manipulation with a general knowledge of photography
- Client/Vendor relationship management along with press check experience
- Intern/New hire mentor/management
- Website experience includes optimizing photos and graphics for web use, researching data, organizing content site maps, creating wireframe structures, creating user-friendly navigation, writing code and testing for site-accessibility

### Client Listing:

ideation - Forgotten Harvest: Annual report, newsletters, eBlasts, event programs, invites, flyers, brochures, infographics, website updates, ads & presentations; Alma Artist Booking & Management - Ads, brochures, banners & displays and YES! for Schools - Brochures & Programs  
Hertz - Logo design for the "Integration Factory"- a division of Hertz; ESYS Automation - Brochures; Little Caesars - Brochure; Industrial Fluid Systems - Brochure; The Phire Group - UMS and UofM: Ads, programs & new business pitches; The Quell Group - Auto Supply Chain - Print; and St. Anastasia Roman Catholic Church - Exhibit Guide

### Delphi • Troy, MI

Graphic Designer • June 2012 to September 2014

- Created company's digital holiday card along with their digital Asian New Year's card and poster to be used globally
- Converted videos (using Leawo Video Converter Pro) and prepared PPTX documents for uploading to maintain up-to-date information on the 8 departmental display monitors in the Innovation Center for company tours and presentations
- Created interactive PPTX presentations and displays along with email banners, logos along with a variety of printed pieces including infographics
- Designed the poster selected for Delphi's *Excellence Week* campaign to be displayed Internationally in all facilities and offices

### Uni-Solar • Auburn Hills, MI

Senior Graphic Designer/Digital Media Specialist • July 2011 to May 2012

- Designed and created all display artwork within deadlines for printing/shipment to *Solar Power International II Trade Show* in Dallas, Texas
- Cleaned up HTML coding, optimizing photos and graphics for web use, upload/edit existing web pages incorporating new collateral, setting up Google analytics, photos and videos as well as creating new web pages as needed for [www.uni-solar.com](http://www.uni-solar.com) using WordPress
- Redesigned new website home page and sub pages for new website launch
- Updated current marketing material and create new documents for Engineering, Product Development and Marketing
- Revised stationary templates in a usable format for all locations in North America and Europe

### Leonard Mayer & Tocco, Inc. • Birmingham, MI

Production Artist • March 2004 to June 2009

- Created and maintained monthly newsletters and direct mail pieces dealing with variable data, text and images, for both Volkswagen and Audi
- Worked with Art Directors creating promotional campaigns for Volkswagen and Audi accessories which include: ads, brochures, direct mail, posters, inserts, point of sale materials and dealer kits. Also involved in building Audi Collection and Accessories catalogs
- Worked from Creative Directors conceptual roughs to finished mechanicals in a timely fashion within budget
- Implemented more efficient operating procedures to make the pre-production process seamless; demonstrated proficiency in programs and assisted coworkers with program issues

### Other Agency Experience includes: Campbell Ewald & J. Walter Thompson

- Created direct mail pieces and monthly newsletters for Continental Airlines OnePass Statement Program that included variable text in 13 language
- Responsible for creating and/or designing digital print media, company magazine, on-going collateral projects solely, and on a team, for clients including Kohl's, Bosch, White Castle, Ford, Delta Dental and American Red Cross

## Education

Post Associate's Degree in Web Design • GPA: 3.925 • Schoolcraft College • Livonia, MI

Bachelor of Science • GPA: 3.60 • Western Michigan University • Kalamazoo, MI • Major: Art with a concentration in graphic design • Minor: Sociology

Associate's Degree in Liberal Arts • GPA: 3.98 • Oakland Community College • Auburn Hills/Union Lake, MI