

Mikaela Heyboer



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CATO FASHION

Art Director | 2026 - Present

- Lead creative direction for Cato, It's Fashion, and Versona, developing cohesive visual concepts across seasonal campaigns, digital marketing, e-commerce, and brand initiatives.
- Concept and direct multi-day photo and video shoots from pre-production through final delivery, including talent selection, location scouting, set design, styling alignment, and on-set direction.
- Partner with marketing, merchandising, e-commerce, and brand teams to translate business objectives and seasonal product stories into compelling, on-brand creative.
- Manage external creative partners, including photographers, models, agencies, hair and makeup artists, stylists, and production vendors while coordinating schedules, budgets, travel, and shoot logistics.

CHARLOTTE FC

Graphic Designer | 2025 - 2026

- Designed engaging visuals across all digital platforms, including social media, app, and website, to drive fan engagement and brand consistency.
- Produced large-format graphics such as stage banners and autograph cards for fan experiences, player events, and matchday activations.
- Collaborated with marketing, social, and events teams to develop cohesive creative assets aligned with campaign goals.
- Ensured brand guidelines were maintained while exploring innovative design solutions to elevate team presence on and off the field.

NY REDBULLS SOCCER CLUB

Graphic Designer | 2025

- Designed dynamic in-arena graphics, jumbotron visuals, and environmental branding, to enhance the game-day experience.
- 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 creative projects for clients including Spotify, Apple TV+, NBCU, HBO, AMC+, Showtime, NBA, NFL, YouTube, and Paramount
- Designed static, motion, and illustrated content across social and digital platforms while managing multiple projects simultaneously.
- Managed a team of designers and delivered high-quality creative under fast-paced, tight deadlines.

FREELANCE

LUCIOS | Social Media Manager | 2024-2025

- Managed social media strategy and content for a local restaurant, increasing engagement through curated photography and targeted ad campaigns.
- Designed print and digital menus to align with the restaurant's brand identity.
- Captured event and food photography used across digital and print platforms.

PARAMOUNT+ (NFL) | Graphic Designer | 2025

- Designed social content, highlight graphics, and promotional materials for weekly NFL game coverage.
- Developed creative concepts to boost fan engagement and support digital campaigns.
- Collaborated with producers and social teams to deliver quick-turn, on-brand visuals during live games.

EDUCATION

Savannah College of Art and Design (SCAD)

BFA in Graphic Design

SCAD Women's Soccer

Full Athletic Scholarship | 2016 - 2020 GPA 3.55

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Typography, Communication, Time Management, Leadership, Attention to Detail, Concept Development, Problem-Solving & Critical Thinking, Branding & Identity Design, Social Media Content Creation, Creative Concepting & Storytelling, Sports Marketing & Fan Engagement