

Mikaela Heyboer



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CHARLOTTE FC

Graphic Designer | 2025

- 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.
- 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, NFL, 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.

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