

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

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.

FREELANCE

Graphic Designer | Social Media Manager

- 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.

EDUCATION

Savannah College of Art and Design (SCAD)

BFA in Graphic Design

SCAD Women's Soccer

GPA 3.55

HONORS

Captain Chair | 2018 - 2020

Full Athletic Scholarship | 2016 - 2020

Dean's List | 2016 - 2020

NAIA Academic All American | 2018

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