

michelle haft

creative director

michellehaft@yahoo.com
858.336.7898

187 Coleridge St. #3
San Francisco, CA 94110

michellehaft.com

digital skills

Adobe Creative Cloud: Photoshop, InDesign, Illustrator, After Effects; Sketch; Apple Keynote; PowerPoint; HTML; CSS; Wordpress

education

2007—2009
Portfolio Center, Atlanta, GA

Master's Certificate of Design/Media Architecture

2001—2005
University of California, San Diego, CA

Bachelor of Arts in Linguistics, Cum Laude

Honors & Awards: Departmental Honors for Research on northern Italian dialect of Friulian; "Outstanding Graduate in Linguistics" Award, April 2005

June—August 2005
Massachusetts Institute of Technology, Cambridge, MA

Linguistics Society of America Summer Institute

Acoustic Phonetics, Phonology & Field Methods

January—May 2004
Scuola Lorenzo de' Medici, Florence, Italy

Study Abroad Program Intermediate/Advanced Italian

1998—2001
El Camino Real High School, Woodland Hills, CA

Honors & Awards: Valedictorian: Top 5% of class; Governor's Scholarship Award, 2001

experience

January 2014—May 2016
Livefyre, San Francisco, CA

Creative Director

Led a multidisciplinary team responsible for all marketing communications, product marketing, and creative services. Clients include Nike, IndyCar, PS4, and Craftsman.

December 2012—December 2013
Jawbone, San Francisco, CA

UI/UX Designer

Product and visual user-experience designer for the the UP™ lifestyle-tracking wristband and iOS app.

September 2012—December 2012
San Francisco, CA

Freelance Designer

Designed digital experiences and events. Clients include Peet's Coffee & Tea, Allstate, Facebook, and Gap Inc.

February 2010—September 2012
SYPartners, San Francisco, CA

Designer

Designed experiences and communications to facilitate transformation in large corporations. Clients include Starbucks, Levi's, Oakley, IBM, and eBay Inc.

August 2008—January 2010
Armchair Media, Atlanta, GA

Interaction Designer

Designed digital experiences, video, animation and brand identities. Clients include College Board, and InterContinental Hotels.

August 2006—September 2007
Fluidesign, Santa Monica, CA

Intern/Designer

Designed brand identities, websites, XHTML, brochures, and performed research for various web and print based projects.

additional honors & experiences

Featured in CMYK Vol. 43, 44 & 46

Awarded two Silver ADDY Awards Atlanta, 2010

Awarded National Student Show & Conference Award, 2010

Participated in the USGBC Sustainable Suite Design Competition to help drive sustainable practices in the hospitality industry, August 2009

Was nominated for and participated in the UCSD Undergraduate Research Conference, May 2005

Traveled to Italy from February 1-16, 2005 for field work on honors thesis

Awarded travel grant from the Institute for Int'l and Comparative Area Studies Travel Grant Program, December 2004