

## Work Bio: "Hok"- Michael Hawkins

Based in Portland, Oregon – Travel for work

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[www.linkedin.com/in/mindcanvas](http://www.linkedin.com/in/mindcanvas) - [www.MindCanvas.com](http://www.MindCanvas.com) - [www.HokPhotoArtist.com](http://www.HokPhotoArtist.com)

### Work History:

#### **Cestusline** [www.cestusline.com](http://www.cestusline.com)

Portland, Oregon – Washington

Fulltime 2014 to 2016 (Transitioned to contract work starting March 2016)

*Marketing - Creative Director - Visual Designer - Photographer*

**Duties include:** Co-managing international product marketing strategies for our line of personal protection equipment. Directing and designing creative brand campaigns, media advertising and global trade show efforts. Identifying, educating and connecting with global clients for new market growth. Develop mini-strategies for sales support, social media, and print media. Oversee design, video, photographic, and 3D animated efforts. Travel internationally to meet with clients, participate in summits and provide support in Europe, the Middle East, and South Africa. Responsible for managing the core message. Provide design, marketing and event management for trade show efforts. I help with product improvements and field testing for our office in South Korea. I worked with [www.D30.com](http://www.D30.com) in England to co-market our joint impact protection materials.

#### **Creative Circle - MindCanvas - Hok Photo Artist** [www.creativecircle.com](http://www.creativecircle.com) [www.mindcanvas.com](http://www.mindcanvas.com) [www.HokPhotoArtist.com](http://www.HokPhotoArtist.com)

Portland, San Francisco, Atlanta, Washington D.C.

2007 to 2016

*Creative Director - Brand Marketing - Multi Contracted Assignments*

**Duties include:** Creative directing projects and personnel. Managing big picture assignments, teams and workflows. Working with client branding and marketing development. Designed specialized mini-campaign strategies for trade show events, product launches, social media posts, print and brand image. Assignments ranged from short-term projects to long-term contracts. Skilled visual designer, presentation creator and photographic designer/editor with Adobe - Apple - Microsoft products. I work closely with clients to craft better media driven messages and travel nationally for my work.

Major clients include [Hilton Hotels](#) via [Creative Circle](#) and [HotelTonight](#) out of San Francisco. I developed brand messages for Berney Office Systems, [www.berney.com](http://www.berney.com), a 77 million company in Huntsville and Atlanta. I co-developed - designed the Cumberland School of Law media campaign fundraising strategy and brand awareness. [www.samford.edu/cumberlandlaw](http://www.samford.edu/cumberlandlaw)

#### **Chemeketa College Visual Communications** [Chemeketa College](http://Chemeketa College),

Portland - Salem, OR

2010 to 2013

*Adjunct Instructor: Visual Graphics - Studio Photo and Lighting - Publication Design*

**Duties include:** Teaching Photography, Graphic Design, Media Design, Apple, and Adobe CSC Software classes. I developed educational courses and helped students with academic and counseling advice. I shared with the student my 25 years experience in the media design, advertising, and marketing world. I educated students on the historical development, revolution and transition from old technological methods to the current technological trends.

#### **Integrated Medical Systems International, Inc. This company is now owned by** [STERIS](#)

Birmingham

1997 to 2007

*Creative Director - Co-Marketing Manager - Media Designer*

I served as a full-time contracted creative director for a 10-year period. During this time, I also hired and managed other designers and programmers. I helped developed the companies core branding image. The company became too large of a brand to manage with its many products and services so I recommended the launching of seven divisions each with their own identities and mini marketing strategies. I helped develop marketing material, websites, email campaigns and trade shows strategies. I created medical education presentations via PowerPoint and 3D animation, photographed products and edited video. I traveled with the company to all their large exhibitions, national sale meetings, and educational events.

**Lazarus Media Group**

Birmingham, Atlanta, Huntsville  
1999 to 2002

*Creative Media Director - Graphic Designer - Photographer*

**Duties include:** Branding, Marketing, Design, Illustration, Photography, Video, Presentations, Trade Show, Printed Material, and Social Media Development. I worked closely with clients marketing departments to craft better media driven messages. We specialized in working with technology-based companies in the field of communications and software development.

Clients included Medical Journal Bytes, Oakstone Publishing, Foresite Towers and Trillion Communications. For the US Department of Defense, I helped create and market the Fort McClellan Army base as a new developmental property.

**The One Magazine**

New York, Birmingham, Miami  
1998-1999

*Art Director - Photographic Editor*

I designed and art directed an upscale magazine out of New York called "The One". I was responsible for developing the look and budgeting while working with third party vendors. I worked closely with editors from our Miami location, global photographers, and our New York-based publisher. The ultra magazine unfortunately ended when the Gulf War broke out.

**Kinescope Interactive**

Cincinnati, Birmingham, Atlanta, New Jersey  
1995 - 1998

*Co-Owner and New Media Director*

I managed a staff of creatives that developed digital based presentations and productions. And I oversaw all marketing strategies for the company. I served as media design consultant to Alabama Power for their new-media technology center. I worked with a specialized team to craft a new-media campaign for a \$22 million project that included Red Spider out of Scotland, O2 Advertising in Birmingham and Cincinnati-based Empower Media Marketing.

Clients included Mercedes-Benz USA, Mercedes-Benz – Alabama Plant, Blue Cross and Blue Shield of Alabama, Alabama World Center, Southern Progress Corporation - Time Inc., and O2 Ideas.

Noted Achievements:

- Developed Mercedes-Benz's roll out presentation for new M-Class vehicle
- Developed key presentations for Mercedes-Benz production plant's president and VP's
- Created alliances with Apple Computers and AT&T
- Key developer for the 1996 Atlantic Summer Olympics on-line Internet merchandise catalog
- We later sold the company to EBSCO Media, [EBSCOMedia.com](http://EBSCOMedia.com)

**Element 109**

Michigan, Birmingham, Atlanta  
1993 - 1995

*Co-Owner and Creative Director*

**Duties include:** Developing branding, marketing, design, photography, video, 3D presentations and printed material. Worked with my partners in co-developing interactive presentation systems, custom 2D animation software and specialized digital devices for technical and medical companies.

Clients included Computer Sciences Corporation - Michigan, Bell South Interactive (now AT&T) - Atlanta, and the Alabama Resource Center (Alabama Power).

Noted Achievements:

- Developed key relationships with Apple Computers, Microsoft, SHARP Electronics and Tektronix (Xerox)
- Developers for the 3DO gaming system, Sigma Designs MPEG video and MacroMedia (Now Adobe)
- Co-designed virtual reality video animations
- Awarded two "Excellence in Design" achievements, Crystal Quill Awards
- Helped develop multiple award winning videos for various industrial firms
- Part of the company was later sold to ComCom Graphics. The other part was spun off into an interactive design agency.

## **Digital Media Solutions**

Birmingham, Atlanta

1989-1993

*Freelance Graphic Designer - Photographer - Instructor and Consultant*

Designed multimedia productions and marketing material. Created 2D and 3D animations for medical and technical presentations. Worked with major engineering firms such as BE&K and RUST Engineering with the development of their presentation methods. Trained production departments on the use of Apple Computer products. Created big project business proposals, brochures and collateral. Lectured in the field of multimedia for various state and national organizations.

Clients include Computer Sciences Company/Alabama, Computer Composed Graphics, UAB and Compass Bank.

Noted Achievements:

- Developed and co-produced a \$250,000 dollar print-multimedia campaign for CSC (Computer Science's Company) Health.
- Trained AT&T internal production departments on various design software
- One of Alabama's first Certified Apple Media Consultant.
- Technology Evangelist and guest speaker for:
  - the American Institute of Graphic Designers Associates (AIGA)
  - the International Association of Business Communicators (IABC)
  - the International Television Association (ITVA)

## **Ho'kinz Graf'iks**

Birmingham, AL

1986 - 1989

*Freelance Digital Graphic Designer, Photographer, Teacher, and Consultant*

Created various printed materials for Compass Bank, First Alabama Bank, UAB and the Birmingham Chamber of Commerce. Educated over 85 people at various companies on the use of desktop publishing and graphic design. Assisted several pre-press facilities with the implementation of new technology into their organizations.

Noted Achievements:

- Taught electronic publishing for the college of UAB Special Studies, the Birmingham News and BellSouth
- Founding member of the Alabama Desktop Publishers Association
- One of Alabama's first independent graphic artists to use a Macintosh Computer for desktop publishing and graphics

## **University of Montevallo**

Photography

1984 - 1985 - Photographed special events, developed and printed photos in a classical darkroom setting.

## **UAB Graphics**

Graphic Designer

1984 - 1985 - Designed printed material and created illustrations for UAB Graphics.

## **Education**

### **University of Montevallo, Montevallo**

BFA - Double Major Concentration in Media Communications and Photography:

1981-1985

### **University of Alabama, Birmingham**

Masters level class in Video Media Production: 1995

### **Other Education:**

- Apple Software training in Atlanta: 1989 - 93, Online 2003 - 2016
- Apple Certified Media Consultant: 1991 - I worked with Apple out of their Atlanta office to help educate and train others
- Adobe - MacroMedia - MiacroMind Director - Multimedia Training: 1991
- SIGGRAPH Animation Courses: 1993 - 95
- UAB Special Studies - Horizon Classes in HTML 1997
- Adobe Advanced Training in the Adobe CC Suite: 1992, 2005, 2015
- Multiple on-line classes for advanced photography, graphic design, and new media applications: 2007 - 2016
- Online Courses: Social Media Education - HubSpot - Facebook, LinkedIn, CMS Zoho - Google Analytics - AdWords
- \*\* Continuing Education is something I constantly do to stay current in my field... this is a never ending process that I enjoy.

*Let's Make Something Great Together!*