



michelle hogan

801.631.5605

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arsanova.co



Creative Director

_ My passion is in design. Whether it be fashion design, user experience design, industrial design, political design, or film design, I love directing my people in the vision.

I feel calm when I'm in my mode of design, like I was born ready to make.
I am active in my thoughts about what it means to be a designer.

My enthusiastic expertise is in design. I love harnessing the power of my engineering mind for UX Design as well as my industrial design.

AWARDS

Superior Pianist
Personal Progress
Grand National Champions
A Grade in Love School

HONORS

Winter Olympics Performer
33° Mason
English Medalist
Illuminati Member
Pantone Color of The Year

GIFTS

Photographic Eye
Music
Prophecy

VOLUNTEERISM

Senior Living Center
Food Bank
Utah Rivers Council
Green Urban Lunchbox

LEADERSHIP ROLES:

Brighton High School Prom Queen
Pi Beta Phi Philanthropy
Union Programming Council
Democratic Party Precinct Captain



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EDUCATION:

State Science Fair
Mathlete
New Century Scholarship
University of Utah
[BFA Graphic Design,
PhotographyEmphasis, BookArts]

TECHNICAL SKILLS:

Directing
Photography
User Experience Design
Fashion Design
Film Design
Political Design
Adobe Products
Sketch and Figma

GALLERY SHOWS:

Rockwood Artist Studios
Utah Museum of Fine Arts
Alvin Gittins Gallery
Opposition Gallery Series
Avenues Open Studio

MUSIC SHOWS:

Gallivan Center - The Singing Connection
Festival of Trees - The Singing Connection
Green Pig - Mama J
Liquid Joes - Mama J
Made in Utah Festival - Sycamore Slim

MODELING

OshKosh B'gosh
Hidden Springs Ranch

ACTING:

Days of '47 Parade
Pic Couture TV Commercial
Sister Act - Draper Theatre
Utah Rivers Council Organizational Video
State House REpresentative Darin Mann Campaign

DANCE SHOWS:

Ballet West Nutcracker
Utah Dance Arts
Reflections Winner "Hero"
Taylor Studios
Brighton High School Drill Team

"If you love what you do, you don't work a day in your life"



ARSANOVA CLIENTS:

Ritz-Carlton

[Designer]

_ While making a billboard for such a prestigious company, I enjoyed accompanying their employees in a lifestyle made for a famous musician or movie star.

Valentino

[Design Director]

_ As a woman in fashion, I was able to make an acquaintance with the famed Valentino. He saw my life and was inspired. His pink collection was about my place in politics and the temple.

Chanel

[Design Director]

_ We met when I was young in a beautiful birthday. I have loved being a key member of their design aesthetics. With their collections strengthening the way I see my life, they have done a great job following.

Barbie

[Creative Director]

_ At Barbie, we were able to make a movie that was a fun girls night out. My life made the big stage. I very much liked getting to know the cast. Everyone wore pink for the event!

Apple

[UX Designer]

_ Since my childhood in grade school, Apple has been integral to my technological life. I saw the ways in which their applications could be more seamless in their usability.

Mercedes Benz

[Experience Designer]

_ I leapt for the opportunity to work for Mercedes Benz on a new driving experience. It was so engaging to build something for this luxury lifestyle brand.

Target

[Experience Designer]

_ Lighting is the first thing one should think about when deciding how a room should look and feel. In order to make a show for the beauty section of Target, we made a lighting fixture fit for the customers.



CAREER EXPERIENCE:

United States of America

[Experience Design]

_ Working as a consultant for the President was such an exciting opportunity to put to the test the way that we can and should run a country. I very much enjoyed my time.

United Progressive Coalition

[Director of Operations]

_ My passion was placing people in the right position so that everybody could work together effortlessly in a symphony of political engagement.

Campaign for Community

[Design Director]

_ As director of design, I lead the team in creating campaigns for candidates. This includes messaging with slogans, photography with headshots, and experience design with tabling. It's an inspiring work helping people that you support run for office.

Objective

[Brand Consultant / UX Designer]

_ I start each project by clearly defining project goals, competitive landscape, and strategic positioning. Then I build a unique brand through identifying user personas for a targeted approach. After initial wireframes, we move into the testing phase I work with our development team throughout to create amazing digital experiences.

La Europa

[Design / Photography Teacher]

_ I enjoyed teaching students about the fundamentals in design and photography. We explored themes like abstract emotions, and fashion. I also taught private lessons for college admissions.

Arsanova

[Owner & Creative Director]

_ I am passionate about storytelling. No matter the medium, art and design are about successful communication. With a diverse portfolio, you will find I enjoy photo-journalism, portraiture, and landscapes. We each have experiences to share, and this is where I share mine.

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Photography

Adobe Products

Sketch and Figma

Account Management

Customer Service

Communication

Sales

Pitching

Phone Scripting

Advocacy

Leadership

Business Management

Google Products

Microsoft Products

Problem Solving

Teamwork

Organizing

Fundraising