



# MICHAEL GIFFORD

*Communications Virtuoso*

## Profile

I'm a problem solver. My work processes are fueled by ambition and passion, guided by efficiency and logic, and informed by empathy and experience. Let's talk.

## Experience

West Hawaii Today (Stephens Media) — Kailua-Kona, Hawaii

### Graphic Designer — 10.2006-05.2013

Design news pages, employ news judgment for editorial content, create graphic illustrations, and copyedit articles; streamline workflow with scripts

GXG Holdings — Kailua-Kona, Hawaii

### Print & Web Design Freelancer and Technology Consultant — 03.1998-05.2013

Offer design and internet consulting services and solutions; expertise in user interface and user experience (UI/UX) design; create customized software solutions; broad experience with Linux web server administration, web technologies, and scripting; conceptual programming and database architecture knowledge

Hawai'i Island HIV/AIDS Foundation — Kailua-Kona, Hawaii

### Member of the Board (Secretary) — 04.2011-04.2013

Offer expertise in technology, communications, and design; setup groupware intranet system for board and staff to collaborate efficiently; redesign brand identity; collaborate on organization's first-ever strategic plan; launch Ho'okupu magazine; create auction software solution for signature fundraising event, Taste of Life

## Education

University of Oklahoma — Norman, Oklahoma

### BA, Mass Communications; Advertising — 2006

University of Hertfordshire — Hatfield, Herts, England

### AA, Art & Design; Graphic Design — 2005

## Skills

Expertise in media relations, inside and out  
Adept at identifying intercultural attitudes and adapting messages  
Highly proficient with tools of the design trade  
Effective leader and reliable team player

## Activities & Honors

Recognized among top designs in world by industry critics on Newseum, et al  
Study abroad one year near London, England

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