MICAH THOMSON

SENIOR DESIGNER & CREATIVE LEADER

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SUMMARY

Senior designer and creative leader with 20+ years across healthcare, financial services, and tech, from sole in-house designer to a ~15-person creative team. Specializes in brand systems, motion, and multi-channel production. Used Claude Code to build an internal tool that cut a monthly report's production time 63%; ran design operations at a regional health system (100+ requests a month, ~$250K a year in contractor spend); led brand identity through three hospital acquisitions.

EXPERIENCE

Indeed

JAN 2022 – PRESENT
REMOTE

Senior Graphic Designer

- Built ChartLab, an in-house web app using Claude Code, to automate the monthly HiringLab Chartbook (used by press, economists, and leadership; published online and printed for in-person events), cutting production time 63% (19 to 7 hours per issue) and chart building 75% (16 to 4 hours) — about 144 hours saved annually
- Created social assets that outperformed overall paid-media averages: TikTok carousels earned higher CTR in France, the UK, and Canada (up to 2.5x the overall average in Canada) and 14% lower CPA in Germany; a self-shot Meta video delivered 49% lower CPA
- Use Claude, Gemini, and in-house tools built by our team to generate on-brand assets from the design system and create custom designs, powering high-volume social ad production across static, motion, and video
- Expanded into motion and video production, creating 30+ original social video and motion graphics pieces in Adobe Premiere and After Effects; also adapted existing video assets for translation and platform resizing
- Produce multi-channel brand assets — annual reports, presentations, landing pages, event collateral, exhibit booths, and social — within a design system, collaborating cross-functionally with designers and producers on a creative team of ~15
- Informally mentor and support fellow designers, including onboarding them to ChartLab and acting on their feedback to keep improving it

NotionBox Creative

MAY 2021 – DEC 2021
TULSA, OK

Art Director

- Recruited by the agency's owner to join as Art Director and prospective partner
- Led design projects from concept through delivery, managing client timelines, budgets, and expectations across print, packaging, digital, web, e-commerce, social, and email campaigns, working with designers and copywriters across multiple simultaneous client engagements

Gateway First Bank

JAN 2021 – MAY 2021
JENKS, OK

Senior Graphic Designer

- Joined to broaden experience beyond healthcare, directing graphic and marketing campaigns from concept to execution and leading creative strategy and UI design to ensure brand consistency and cultural relevance across channels
- Helped roll out an Asana intake process for a seven-person team

Saint Francis Health System
NOV 2014 – JAN 2021
TULSA, OK

Graphic Design Manager

- Managed all in-house design and production for a major regional health system, triaging 100+ requests per month from client reps via Asana and assigning each to one of two contract designers or handling it directly based on skill, workload, and deadlines
- Reviewed all design work for quality and brand compliance before it returned to client reps, and reviewed and signed off on roughly $250K per year in contractor invoices before payment
- Served as brand steward for the health system, managing brand standards across the marketing department and with external vendors
- Led brand development for three hospital acquisitions and 4–6 new clinic openings, personally designing logos and identity systems for each within established brand guidelines
- Introduced Asana for design project management, training a five-person team and standardizing request intake and workflows
- Managed print vendor relationships end to end: sourcing competitive quotes, securing approvals, coordinating with another department to issue purchase orders, overseeing production and delivery, and approving print invoices up to $5,000

Norman Regional Health System
DEC 2002 – NOV 2014
NORMAN, OK

Graphic Design Coordinator NOV 2005 – NOV 2014

- Led creative design and production for marketing, PR, and communications across a regional health system, managing multimedia campaigns across multiple departments and service lines and serving as internal creative consultant to keep brand expression cohesive across channels
- Individually produced roughly 100 design jobs per month, from business card updates to regional campaign ads, and designed the monthly employee newsletter for about 10 years
- Managed print procurement, including requesting quotes, securing approvals, coordinating with another department to issue purchase orders, and processing department bills for payment

Website Coordinator DEC 2002 – NOV 2005

- Managed development and maintenance of health system websites using CMS and HTML; oversaw vendor-led CMS projects and produced graphics for online marketing initiatives

SKILLS

Design Tools	Figma · Adobe Illustrator · Photoshop · InDesign · Premiere · After Effects
Specialties	Brand Systems · Design Systems · Art Direction · Creative Team Management · Vendor Management · Project Management (Asana) · Multi-Channel Campaign Design · Motion Graphics · Print & Exhibit
AI & Automation	Claude · Claude Code · Gemini AI-Assisted Asset Production · Internal Tool Development

EDUCATION

University of Science and Arts of Oklahoma

Bachelor of Arts, Art & Design