

Michelle Senderhauf

511 E. Morgan Ave
Chesterton, IN 46304
Home (219) 803-5062
varineq@gmail.com

Summary

Dedicated interactive online media professional, web designer and artist with experience working on grassroots, corporate and nonprofit alternate reality game campaigns.

Work Experience

- Co-Founder, Web Designer** 2007 - Present
Jeem Design
Design and maintain websites, create custom logos and artwork for contract clients.
- Staff Writer** 2006 - Present
Alternate Reality Gaming Network - www.argn.com
Research and write stories and live news reports related to ARGs. Participate in recorded netcasts to discuss recent news developments in the ARG world.
- Senior Community Facilitator and Writer**
Ruby's Bequest - Institute for the Future, UCP and AARP 2009
Created and wrote the character of BeingLucas, a young father and recovering addict dealing with caregiving issues in the town of Deepwell. Reviewed and responded to community content submissions.
- Web Designer**
Helical Military Training ARG (Dark Waters) – ARG Studios 2007 – 2008
Designed several websites for an alternate reality game to be used as a military training tool for disaster scenarios.
- Community Content Reviewer** 2007
The 4400: Battle for Promicin Campaign - Campfire Media/USA Network
Selected for one month, fast-paced project assignment to process and review community content submissions.
- Community Liaison and Writer** 2007
World Without Oil Alternate Reality Game - Writerguy, LLC
Created and wrote the character of Illiana_Speedster, a working class father of three and former race car driver. Produced twelve videos for the World Without Oil website. Reviewed and responded to hundreds of community content submissions. Assisted in pre-launch marketing efforts.
- Web Designer and Technical Support** 2006 - 2007
Unnatural Selection Alternate Reality Game - ARG Studios/Magnolia Pictures
Designed and maintained websites for the Unnatural Selection/Monster Hunter Club marketing campaign for the Magnolia Pictures film, "The Host". Designed the Monster Hunter Club logo for t-shirts and other promotional materials.
- Web Designer and Writer** 2006
Catching the Wish - ARG Studios/Dave Szulborski
Designed and maintained several websites for the campaign. Wrote the characters

Sam Greene and Iris Page. Created artwork for the character Sarah Wyatt's children's book.

Co-Lead Designer

2005 - 2006

Orbital Colony Alternate Reality Game - Self Employed

Designed, maintained and produced content for several websites. Created and wrote diary entries, emails and live IM interactions for five characters. Created artwork for Davina Bronco's dream sketch diary. Created fake documents, physical evidence and puzzles. Produced and recorded radio play for the game finale. Organized live event dead drop in the Indiana Dunes. The game was selected as a winning entry at the IDEAS Festival in Bloomington, IN.

Education

B.S. Major: Computer Science, Minor: Fine Arts

May 2000

Indiana University Northwest, Gary, IN. GPA: 3.7, Major GPA: 4.0. Included on the Dean's List every semester. Received Certificate of Honor for B.S. in Computer Information Systems. Named Outstanding Bachelor of Science Candidate.