

# MICHAEL WIN

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A talented and driven graphic designer and photo editor with proven record of delivering creative and innovative design solutions, project management, strategic planning, photo editing, editorial content, customer service, digital and web layout. With experience in marketing, social media and business development. Background in various industries ranging from FinTech to global publishing. Possesses excellent interpersonal skills, multilingual, and the proven ability to build and maintain strong and effective customer and internal relationships. An accomplished designer with a keen eye for images who delivers effective content to drive growth and exceed goals.

## PROFESSIONAL SKILLS

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- |   |                                     |                                       |
|---|-------------------------------------|---------------------------------------|
| • Project Management                              | • Content Management Systems        | • Time Management                     |
| • Adobe CS (Indesign, Photoshop, Illustrator, XD) | • Proposals and Presentation Design | • Strategic Planning                  |
| • UI/UX, HTML                                     | • Multi-Tasking                     | • Web Design, WordPress               |
| • Dreamweaver, FinalCut, CaptureOne               | • Customer Service                  | • Pardot, Salesforce                  |
| • Photo Editing/Retouching, Research              | • Canva, Figma, Sketch              | • Microsoft Office (Word, Excel, PPT) |
|   | • Desktop Publishing                | • Video Editing                       |

## EXPERIENCE

### Ellipse

#### *Head of Design, Marketing, 2023 - Present*

- Led the implementation of new design concepts and maintained visual imagery for the firm
- Developed impactful presentations for clients, sales, business development, and C-level meetings
- Generated in-house social media content, external ads, brochures, and data sheets, contributing to the enhancement of the company's overall brand image
- Produced 3D mock-ups for event booths, videos for social media, conceptualized marketing swag items, and managed the production of printed materials
- Assumed responsibility for building and updating the company website and keeping it up-to-date
- Organizing and attending trade shows, setting up marketing events, and facilitating C-level meetings in collaboration with the marketing director

### Nonprofit HR

#### *Marketing & Communication Associate, Graphic Design, 2022 – 2023*

- Created revenue generating business proposals for clients and customers
- Created social media content and external ads, digital and print material for Marketing and internal clients
- Generated and automated high-volume materials for presentations and webinars
- Supported Marketing & Communication to ensure all projects completed on schedule
- Collaborated with editorial, maintained creative brand guidelines rooted in design best practices
- Built and maintained image library for public and client-facing assets
- Designed templates and supported upkeep of assets used for business development and client-facing deliverables

### Energy Intelligence

#### *Digital Production Artist / Photo Editor, 2015 – 2022*

- In charge of production (creation and layout of daily, weekly, and monthly news publications); photo acquisition
- Produced fact sheets, annual reports, illustrate maps, infographics, marketing and commercial material (web blast, brochures, posters, emails, etc.);

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- Conducted research for editorial photos for news stories, acquisition from vendors, archiving and organizing digital files through CMS systems
- Coordinated and prioritized multiple projects under various deadlines
- Updated, laid out and finalized print collateral pieces through final approval
- Defined, organized and maintained digital files databases

### **Bearport Publishing**

#### ***Production Artist / Photo Editor, 2012 – 2014***

- Assisted the Creative Director, in-house production layout, photo research/acquisition from vendors, photo editing and retouching, HTML/CSS editing, invoicing (photographic material), archiving and organizing digital files,
- Organized weekly production meetings and schedules
- Created and managed; iBooks/eBooks (iBooks Author), photo spec lists, tip sheets, proofread, and acted as liaison between editorial, design, production, and marketing departments
- Trained and supervised new employees in proper workflow procedures for production, photo editing and retouching, workflow expectations and equipment operation

### **ADDITIONAL EXPERIENCE**

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#### **Lotus Hom LLC, New York, Graphic Designer, 2012**

- Shipped products, organized events, and managed the sales associates to maximize efficiencies to realize revenue growth
- Reported monthly expenses to superiors and performed research on competitors and market trends
- Managed content and schedules for blog posts and activity on social media accounts advertising
- Completed projects by coordinating with outside agencies, vendors, and buyers

#### **Ladies Wear, Brooklyn, New York, Graphic Designer, 2011**

- Provided personal & corporate expense reports, and professional assistance to the CEO
- Interpreted and developed clients design goals and designed creative material for social media
- Received emails, phone calls, and helped customers with all of their needs

#### **Self-Employed, 2010 – 2023**

- **Photographer:** capturing high-quality images of various projects. With a keen eye for detail and a deep understanding of composition and lighting techniques, I excel at showcasing the unique features and aesthetics.
- **Graphic Designer:** working with a diverse range of clients and projects. With a strong eye for aesthetics and a passion for creative problem-solving, I have consistently delivered high-quality designs that exceed client expectations. My expertise encompasses various design areas, including branding, logo design, print materials, web graphics, and social media visuals.

### **EDUCATION**

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#### **Raffles Intl. College of Design**

B.A., Visual Communication ( Bangkok, Thailand)

### **CERTIFICATES**

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#### **California Institute of the Arts**

Certificate, UI / UX Design Specialization (Los Angeles, California)

### **LANGUAGES**

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Conversational in French and Burmese.