

MICHAEL WIN

Senior Brand Designer

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Senior Brand Designer with 10+ years of experience in B2B, fintech, and publishing, creating brand identities, visual systems, and content that successfully connect brands with users. Skilled at shaping cohesive visual narratives through typography, iconography, and designs that follow and elevate brand guidelines. Collaborative communicator, adept at working with cross-functional teams and clients to deliver impactful, innovative design across key touchpoints. **Portfolio:** <https://www.michael-win.com>

Core Competencies

Brand & Identity: Brand Identity Systems | Visual Identity Development | Brand Guidelines | Brand Strategy

Design & Storytelling: Visual Storytelling | Multi-Channel Design | UI/UX Design | Typography & Iconography | Design Systems

Leadership: Cross-Functional Collaboration | Stakeholder Management | Creative Direction | Sole Designer Experience

PROFESSIONAL EXPERIENCE

Lead Brand Designer | Ellipse – Los Angeles, CA

Aug 2023 – Present

- Lead creation and ongoing evolution of brand identity for a B2B fintech company across all print and digital touchpoints.
- Serve as sole in-house designer, establishing a cohesive, modern visual system spanning web, product, marketing, and events.
- Direct a full corporate website redesign and ongoing optimization, driving a 45% increase in visitor traffic.
- Design high-impact assets, including bank cards, trade-show booths, and executive presentations, that support deal closures.
- Own social media design across LinkedIn, Instagram, and YouTube, contributing to 30% growth in LinkedIn followers.
- Produce all marketing collateral, including one-pagers, brochures, newsletters, logos, infographics, invitations, posters, banners, swag, awards, videos, and motion graphics for internal and external campaigns.
- Apply audience psychology, ROI analysis, and design theory to inform visual strategy and drive product adoption and sales.
- Design and deliver client and executive presentations to secure deals with banks, creating ~250 decks to date.
- Create digital advertising assets and edit video content for paid, social, YouTube, and corporate campaigns.
- Work on partner marketing initiatives by designing co-branded assets aligned with partner visual systems for joint campaigns.
- Develop 3D mockups, trade-show booth layouts, and experiential designs using SketchUp, alongside video and motion assets.
- Plan and support 6 large-scale trade shows (300–8,000 attendees), delivering all visual materials in collaboration with marketing.
- Prototyped 3 internal applications, designing end-to-end visual systems and UI assets.

Brand Designer (Contract) | Nonprofit HR – Remote

Sep 2022 – Aug 2023

- Served as company's first designer, redefining brand identity, creating new assets, and updating existing brand templates.
- Created presentations, webinars, external ads, business proposals for clients, and other digital and print materials.
- Created social media posts, including visual content, quotes, thought leadership posts, and insights.
- Built and maintained image library for public and client-facing assets used in presentations, website, and social media.

Digital Production Artist / Photo Editor | Energy Intelligence – Remote

Feb 2015 – Sep 2022

- Produced layout of 10+ newsletters published daily, weekly, and monthly using InDesign, Photoshop, and Illustrator.
- Produced fact sheets, annual reports, illustrated maps, infographics, web blasts, brochures, posters, and marketing emails.
- Conducted research for editorial photos for news stories, and organized digital files through CMS systems.
- Defined and maintained digital file databases.

Production & Graphic Artist / Photo Editor | Bearport Publishing – New York, NY

Jul 2012 – Jan 2015

- Supported creative director on marketing production, including layout development, photo research, and sourcing imagery.
- Performed photo editing and retouching using Photoshop and Lightroom, assisted with HTML/CSS updates.
- Created and managed iBooks/eBooks (iBooks Author), photo spec lists, tip sheets, and proofread for published books.
- Acted as liaison between editorial, design, production, and marketing departments to coordinate design and layouts.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Certificate, UI / UX Design Specialization – California Institute of the Arts

Bachelor of Arts, Visual Communication – Raffles International, College of Design

TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Photoshop, Illustrator, XD), WordPress, Pardot, Salesforce, Canva, Figma, Sketch, HTML, Desktop Publishing, Dreamweaver, Final Cut, CaptureOne, Monday, Asana, Sketchup 3D, Swift, Aftereffects, SEO, Marketing Automation, Motion Graphics, Microsoft Office (Word, Excel, PPT), Video Editing