

# MICHAEL LEE

PROFILE

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Award-winning senior designer with 20+ years studio and corporate experience in print and digital design. Versatile across many industries, start-ups and Fortune 500.

## SKILLS

Visual and graphic design, digital and print design, creative strategy, product development, technical and creative skills, client engagement expertise.

## INDUSTRIES

**B2B:** Cybersecurity, Sales, Networking, Manufacturing, Semiconductor, Financial  
**CONSUMER:** Retail, Motorsports, Entertainment, Music, Restaurant, Education

## FREELANCE CLIENTS

Adobe Systems	Cure MSA	Mission City Federal Credit Union	Speed Element
Astalos Group	De Anza College	NanoGram	Talent Hound
BillPoint (PayPal)	Detail Addict	Scratch Restaurants	Teradyne
Calera Corp.	Flex	SF Opera Guild	Toa Electronics
Calafia	DMNA Group	Sellpoints	Vaztec Flooring
Cisco Systems	HP	Spectare	Vector Four
Claro Marketing	Innowave Broadband	Thales Navigation	YouSendIt!
Concannon	Mental Shock		

## EXPERTISE

Photoshop	EXPERT	PowerPoint	EXPERT	MacOS	EXPERT
Illustrator	EXPERT	WordPress	ADVANCED	Windows	ADVANCED
InDesign	EXPERT	HTML/CSS	ADVANCED		
Animate	ADVANCED	Fusion360	INTERMEDIATE		
After Effect	INTERMEDIATE	Sketch	PROFICIENT		

## EXPERIENCE

### Freelance Designer

JAN 2019 – PRESENT

**Self Employed** | San Jose, CA

As of 06/18/2019, supported a small number of short-term projects for these clients

- **Flex** — Global EMS Manufacturing Company located in San Jose, CA. Design/Development of Corporate Code of Business Conduct document distributed in 15 languages. This project is expected to complete July 12, 2019.
- **Mission City Federal Credit Union** — A credit union located in Santa Clara, CA. Designed/Developed direct mail campaign. Project complete and no future projects are planned.
- **Astalos Group** — Marketing + Design Agency located in Morgan Hill, CA. Design/Development of sales portal using WordPress. Project complete and no future projects are planned.
- **Decca Design** — Design Agency located in San Jose, CA. Presentation support at CiscoLive 2019 Event in San Diego, CA. Project complete and no future projects are planned.

### Presentation Designer

SEPT 2017 – JAN 2019

**Decca Design** (Mice Groups) | San Jose, CA

Marketing + Design Studio

- Expert in PowerPoint/Keynote/Photoshop/Illustrator/After Effects to develop presentations.
- Communicate complex messages using typography, illustration, iconography and animation.
- Manage multiple projects under tight deadlines.
- Take a project from concept to completion working alone and with team members.
- Update internal HTML-based project sharing portal.

### Designer

FEB. 2016 – JUN. 2017

**Intel Corporation** (Mindtree Staffing) | Santa Clara, CA

System Stress + Validation Group

- Conduct the company's durability and reliability related tests on products.
- Develop training material for entry-level lab technicians.
- Use Photoshop/Illustrator/PowerPoint/Animate/After Effects to produce procedures manuals.
- Use illustration, video, animation, charts, iconography, and typography to deliver highly technical and complex information.
- Develop and maintain internal Wiki microsite with access to procedures manuals; included UI design and CSS design
- Use 3D software to design simple testing hardware to be rendered with 3D printer.

### Designer

JAN. 2011 – JUNE 2014

**Blox Racing** | Fremont, CA

Performance auto parts manufacturer catering to import racing audience.

- Developed and designed a brand platform for the company.
- Designed a cost-effective multi-product packaging system with a bold design to compete in retail environments.
- Designed cost-effective lobby, vibrant wall coverings detailing company's flagship products.
- Developed and designed the company's first e-commerce site to facilitate direct sales to end-users.
- Designed new product launch ads in leading trade magazines.
- Directed all creative activities in the development and promotion of Blox Open House, an annual public car show and street fair attended by 10,000 people.

## Freelance Designer

SEPT 2000 – CURRENT

Self-employed | San Jose, CA

- Corporate identity, marketing collateral, email campaigns, signage, tradeshow graphics, multimedia, packaging, presentations, style guides, landing pages, web sites.
- Skilled at helping start-ups quickly establish a unique brand presence.
- Storytelling through storyboards and visualization techniques.
- Create user interfaces for web sites and mobile applications.

## Designer

JUNE 1991 – SEPT 2000

Muccino Design Group | San Jose, CA

Award-winning Brand Marketing Agency

- Honed my creative problem-solving techniques.
- Mastered industry practices for production.
- Skilled at digital illustration and photo retouching.
- Developed animated web graphics.
- On-boarded new designers.
- Co-created interactive brand guides for Intel.
- Lead small design team to develop integrated campaign.
- Concepted and illustrated award-winning print ad campaign for Samsung.
- Worked within many facets of the company's work-flow over 10 years helping it grow from a 3 people to over 50 people.

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## EDUCATION

1995 San Jose State University, Graphic Design Program (top score in Portfolio Review)

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References upon request.