

MICHAEL WINSTON

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WORK EXPERIENCE

Turner Duckworth: San Francisco, CA

September 2015 – September 2022

Lead Digital Designer / Motion Designer

- × Established and **led the digital department** which expanded the agency's capabilities to include digital, interactive, motion, and more
- × Developed conceptual **2D and 3D motion graphics** to define interactive personalities for many of the biggest brands in the world
- × Designed and animated motion graphics for use on many of **the world's largest digital displays**
- × **Led and oversaw internal teams and external agencies** on all web design, social media, and digital OOH projects to seamlessly extend the agency's visual identity systems into digital spaces

Kettle: San Francisco, CA

February 2014 – August 2015

Visual Designer, Apple

- × Led and executed a **responsive, interactive web campaign** to promote *iPhone* as part of a **Cannes Lions Grand Prix winning campaign**
- × Launched five **interactive, long-form narrative, mixed-media campaigns** to promote *iPad* over a six-month period
- × Actively contributed to campaign idea conception, UX design, graphic design, illustration, animation, video editing, and preparation of assets for responsive web design for all team projects

The Barbarian Group: New York, NY

August 2010 – February 2014

Junior Designer

- × Led creative conceiving, design, and execution for *Pepsi NEXT's Instagram channel launch*
- × Acted as **lead designer** on *The Olds* whiskey portfolio rebranding, managing responsive web design and logo design
- × Concepted, animated, designed sound, and edited video for cinemagrams and short film introductions across *Pepsi NEXT Wheel of Levy* interactive website **featured on Adweek, Fast Company, Google Sandbox, and theFWA.com "Site of the Day"**
- × Developed **motion graphic videos** for *Samsung* to highlight their products and technology online
- × Designed for *Samsung, GE, Bacardi, Sauza, Hornitos, and The Ad Council*, including the **first Vine videos** for *Pepsi NEXT* and *Pepsi Max*

Production Artist

- × **Founding member** of *TBG Studio*, expanding the company's capabilities to include video production and custom Keynote design
- × Designed and executed a variety of digital projects for *Samsung, GE, Kashi, Bloomberg, Firefox, Quaker, and Google*; contributions included web design, sound design, video editing, Flash animation, presentation design, code, and concepts for new business pitches

Showtime: New York, NY

Summer 2009

Digital Design Intern

- × Produced **animated Flash banners** to market critically acclaimed series *Nurse Jackie* and *Weeds* across various online properties
- × Created **custom animated emoticons** for fan forums based on *Showtime* characters to amplify network fanaticism
- × Designed and animated **custom Flash video player** for *Dexter's* online video content

TECHNICAL EXPERTISE

- × Motion Graphics, Video Editing, Sound, Graphic Design, Experiential, Interactive, Responsive Web, UX/UI, Social
- × Adobe Photoshop
- × Adobe After Effects
- × Adobe InDesign
- × Adobe Illustrator
- × Adobe Premiere Pro
- × HTML & CSS

EDUCATION

University of Pennsylvania: Philadelphia, PA

May 2010

Bachelor's Degree: Fine Arts

Concentration: Graphic Design

