

MIKE WINSTON

Creative Direction, Motion Graphics, Interactive Graphic Design, Video & Sound Editing

Mike.Winston@gmail.com

WinstonGFX.com

WORK EXPERIENCE

WinstonGFX: Remote

September 2022 – Present

Principal Motion Designer

- Lead motion design (motion graphics, sound editing, video editing) for boutique design and film production agencies and their clients including Espolon Tequila, Grand Marnier, Golden Island Jerky, Founders Brewing Co., and Everlaw
- Work directly with agency principals to expand their agencies' service offerings to include motion and interactive design

Turner Duckworth: San Francisco, CA / Remote

September 2015 – September 2022

Lead Motion Designer / Lead Digital Designer

- Established and led digital practice, expanding the agency's service offerings to include interactive, motion, experiential design, and more; The expansion into new digital product offerings contributed to 20% incremental company revenue
- Developed and defined the interactive brand identities for the world's largest brands including McDonald's, Samsung, Walmart, Subway, Beam Suntory (Jim Beam, Maker's Mark, Hornitos), United Healthcare, Dollar Shave Club, UBS, Sprite, etc.
 - Work included motion graphics, typography, transitions, logo animations, video & sound editing, and more
- Ensured technical excellence to provide a consistent, high-quality experience of interactive brand work across platforms and screen sizes from 16x16 favicons to stadium ribbon screens to LED screens on the world's tallest building, the Burj Khalifa
 - Designed for accessibility (WCAG-compliance), including AAA-level color contrast, font sizes, spacing, screen readers
- Led creative oversight for all interactive brand work implemented by clients' internal teams and external agency partners in order to consistently extend our agency's visual identity systems into web and app design, social media, and digital OOH
- Designed and integrated a new platform for delivering client brand guidelines, transitioning the agency from PDF leave-behinds to always-updated, interactive digital brand guidelines

Apple: Cupertino, CA

February 2014 – August 2015

Visual Designer, Kettle

- Led and executed the responsive, interactive web campaign "Shot on iPhone 6" ([Cannes Lions Grand Prix 2015](#))
 - Working within extreme time, process, and design constraints, produced pixel-perfect interactive web campaign
 - Expanded Apple's existing visual system to include social sharing, new typography uses, and a new user experience for multi-view gallery and fullscreen carousel, while maintaining the brand's iconic visual identity
- Launched five global, interactive, long-form narrative "iPad Air Your Verse" campaigns in six months
- 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

Barbarian: New York, NY

August 2010 – February 2014

Junior Designer

- Designed digital projects for Samsung, GE, Kashi, Bloomberg, Firefox, Quaker, and Google; work included creative ideation, web design, sound design, video editing, Flash animation, presentation design, and code
- Work featured on Adweek, Fast Company, Google Sandbox, and theFWA.com "Site of the Day"

TECHNICAL EXPERTISE

- Adobe After Effects
- Adobe Photoshop & Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Stable Diffusion AI Prompt Art
- Adobe XD & Figma
- Trapcode Suite (Particular, Form)
- Adobe Dimension
- HTML & CSS

EDUCATION

The University of Pennsylvania, Bachelor's Degree: Fine Arts, Graphic Design

May 2010