

MIKE WINSTON

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

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WORK EXPERIENCE

Hypersolid – Austin, TX

August 2023 – Present

Design Lead

- Develop and execute comprehensive omni-channel marketing designs for Polestar US across TV (including major events like the Superbowl and Oscars), print (large-scale OOH, magazines, event materials), digital (interactive ads, social media, display), audio (podcasts, radio), and experiential activations (auto shows, stadium takeovers)
- Leverage bleeding edge technology to optimize processes and build custom design automations to rapidly output marketing content at scale to both national and regional audiences with consistency and customization for over 30 local markets
- Manages all aspects of end-to-end design support, from high-end image retouching and animation to building scalable design systems and establishing brand guidelines and localized assets for a network of 33 dealerships nationwide

WinstonGFX – Remote

September 2022 – August 2023

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

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
 - Led creative oversight of all interactive brand work implemented by clients' internal teams and external agency partners to consistently extend our agency's visual identity systems
- 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
- 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

TECHNICAL EXPERTISE

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| → Figma | → Adobe After Effects & MOGRTs | → Adobe InDesign |
| → Adobe Photoshop & Illustrator | → Adobe Premiere Pro | → HTML & CSS |
| → Stable Diffusion Gen AI | → Automation, Templates, & Toolkits | → Red Giant Trapcode Particular |

EDUCATION

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

May 2010