

Michael J. Morales

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SYNOPSIS:

I am an experienced Graphic Designer with solid expertise in UX/UI design and producing a wide range of projects from print marketing materials, to corporate PowerPoint presentations, packaging, product design/concepts, email marketing campaign, video creation/editing, web design and ads.

Software Skills:

Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Adobe InDesign, Adobe DreamWeaver, Adobe Premiere, PowerPoint, Axure RP Pro, IBM Watson Campaign, HTML, Flash, and Final Cut Pro

EXPERIENCE:

Senior UI/UX Subject Matter Expert / San Jose, CA

Mar. 2019 – Aug. 2020

Cisco Systems, Inc. – Capgemini America Inc

- Providing support for CAST Communications and M&A Hub.
- Advocate for the CAST organization and its offerings as among the best IT in the world by managing project elements requiring technical writing, graphic design, and marketing skills.
- Generate concise, insightful, and accurate technical documents, including those for departmental processes and advanced IT concepts.
- Provide guidance for executive briefings regarding technical content, message effectiveness, delivery, and customer reaction, and revise presentation content as appropriate.
- Work closely with the CAST directors and staff to tackle a variety of organizationally important and time-sensitive communications projects, as needed, ranging from organizational change announcements to executive process documents, with attention to technical.
- Manage and build web content for and with multiple internal groups, including the creation of technical content and graphics, and evangelize common criteria across teams.
- Manage the appearance and tone of executive and staff slide presentations, technical briefings, technical documentation, websites, and marketing collateral by creating vector and pixel art.
- Manage photographic projects for events, products, and people, including acquisition or creation of props, signage, and other supporting artwork, as well as retouching, posting, printing, and displaying of photographs as necessary.
- Mentor other staff in their assigned duties and use of tools as relevant to the skills of this position.
- Monitor and strictly adhere to corporate and departmental security and confidentiality requirements for various communications levels.

Content Specialist / Sunnyvale, CA

Dec. 2018 – Feb. 2019

Juniper Networks – Marketing:

- Transition from current sales asset management platform content to new platform.
- Prepare the transition content from old branding to new branding colors, fonts and positioning.
- Primary responsibility to transform PowerPoint files from previous templates to new 2019 template for sales asset management platform to have the most up-to-date format before launched in Q1.
- Move and load files to new platform appropriately organized for easy to find assets.

Digital Marketing Specialist / Alameda, CA

Sept. 2017–Sept. 2018

SFX Preferred Resorts – Marketing:

- Development and implement innovative marketing campaigns.
- Translate complex data into graphics, graphs and text.
- Creation of verification flow from brochures to email to landing pages.
- Creating, maintaining performance and reporting analytics for all email marketing campaigns and social media initiatives while focusing on customer engagement.
- Engage in activities to increase participation, revenue and community brand awareness.

Director of Graphic Design / Pleasanton, CA

May 2017 – June 2017

SwitchMate Home LLC – Marketing:

- Work with the Marketing Director to produce high level marketing pieces, and retail packaging.
- Create pre-press packaging files, point-of-sales, displays and other forms of in-store displays.
- Design and create deliverables for internal and external purposes, both creative and corporate.
- Produce and manage content and graphic design, from project inception to final delivery.

GUI Engineer / Dublin, CA

Mar. 2016 – Oct. 2016

Carl Zeiss Meditec – R&D:

- Developing GUI screens for embedded applications from the given wireframes and style guides for new fundus imaging device (retina scanning).
- Creating prototype touch screens with Axure RP Pro for user experience test groups.
- Design medical data acquisition in R & D.
- Illustrate functional icons for User Experience.
- Creating Illustrator vector images to XAML code files.
- Create and maintain brand identity through Zeiss CLAF guidelines for User Interface.

Graphic Design Consultant / Fremont, CA

Oct. 2012 – Dec. 2015

Johnson & Johnson Diabetes Care Companies – Communications:

- Managed Intranet site – formatting stories and images, adding content to different channels.
- Work extensively with Communications, Marketing & JJDI World Wide Educations teams closely.
- Create look and feel/concepts in support of online content and flash components, etc.
- Create interactive PDF newsletter for Sales & Marketing.
- Create and update html email templates for executives, breaking news & intranet news.
- Provide PowerPoint presentation support for events and meetings. Create tradeshow graphics.
- Design and Manage newsletter design for a variety of channels including intranet site newsletters.

Senior Contract Technical Illustrator / Fremont, CA

Feb. 2012 – Aug. 2012

Tesla Motors – Service Center:

- Create illustrations on an in-vehicle display system for the Model S, and also for iPad, web sites, and in various online and printed documents. Use 3D tools to convert CAD data into marketing illustration.
- Work with 3rd party Technical Publications team and drive solutions.

PowerPoint Presentation Designer / San Francisco, CA

Oct. 2010 – Feb. 2011

Camp Creative – Independent Contractor:

- Designed numerous projects for Cisco Systems, focusing on Presentation Graphics utilizing PowerPoint, Photoshop and Illustrator; as well as projects in Excel and Word.

Graphic Production Artist / Fremont, CA

May 2004 – Feb. 2010

Logitech – Corporate Branding:

- Created Illustrations of products for Quick Start Guides and Manuals
- Created and maintained consistent corporate colors & treatments of the logo guidelines
- Responsible for Mice, Keyboards, and Video Graphic box files
- Created translations for carton contents for Europe, Canada & French packages
- Designed concepts of Reseller Ads and updated all logo usage and placement
- Worked on CMYK and 5 to 8 color DCS files for packaging

EDUCATION:

- CATIA V5 Fundamentals – Idex Solutions, Palo Alto, CA; 2012
- Flash beginning & advanced courses – UCSC extensions, Cupertino, CA; 2001
- Computer Graphics Specialist Diploma - Silicon Valley College, Fremont, CA; 1997

Familiar w/ Mac and PC platforms