

# **Michael J. Morales**

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## **SYNOPSIS:**

I am an experienced Senior Graphic Designer with solid expertise in UI/UX design and producing a wide range of projects from print marketing materials to corporate PowerPoint presentations, packaging, product design/concepts, email marketing campaign, video 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, Sketch and Final Cut Pro

## **EXPERIENCE:**

### **Senior UX Designer / San Jose, CA**

**Nov. 2020 – Present**

### **Cisco Systems, Inc. – Zensar Technologies Inc:**

- Work closely with a team of Product Managers and Designers (UI/UX) to create an intuitive, cohesive and seamless user experience across all products.
- Collaborate with Product Management to influence product strategy and roadmap.
- Work with the Engineering team to ensure technical business needs are met while maintaining a strong focus on the user experience.
- Demonstrate a passion for and ownership of your assigned area. Show others in your team and your cross-functional partners that you are actively pushing the boundaries and sweating the details – reaching for simplification of complex.
- Convert PowerPoint presentations to video - text to voice MP3's and smooth transitions. Create survey animations through Illustrations and video editing.

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

**Mar. 2019 – Sept. 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, with attention to technical.

### **Content Specialist / Sunnyvale, CA**

**Dec. 2018 – Feb. 2019**

### **Juniper Networks – Marketing:**

- Transition from current sales asset management platform content to new platform.
- 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.

**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.

**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 & JJD 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**