



# Michael Muranaka

VISUAL DESIGNER

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Creative, passionate, and experienced **Visual Designer** with extensive experience in designing **Digital Experiences**. Dynamic team player with excellent collaborative skills. Effective communicator with highly developed written and verbal abilities. Determined to always exceed client and employer expectations. Highly detail oriented and accustomed to thriving in fast-paced environments.

## SKILLS

Product Design  
UI/UX Design/Research  
Brand Identity  
Digital Marketing  
Graphic Design  
Motion Design  
Illustration

## PLATFORMS/TOOLS

Windows/Mac  
Adobe Suite  
Figma  
HTML/CSS  
Tailwind  
Craft CMS/Wordpress  
ShopifyPlus

## ADDITIONAL

B2B/B2C Marketing  
SEO/SEM  
Content Creation  
PPC (Google/Facebook)  
Fluent in Spanish

## EXPERIENCE

**2020**    **Kraftwerk Design**    Visual Designer (Currently Employed)    **San Luis Obispo, CA**

Kraftwerk Design is an agency that specializes in digital and brand development for high-end wineries throughout California. My responsibilities include wireframing, high-fidelity prototyping and UI/UX design in Figma for websites, mobile apps, and more. Front-end web development using modern technology, best practices, and a focus on accessibility. Work closely with clients and stakeholders from initial discovery to product launch. Manage multiple projects daily.

**2018 / 2020**    **Rugged Radios**    Lead Designer, Marketing Team    **Arroyo Grande, CA**

Rugged Radios is a \$20+ million/year niche company that specializes in the development of communication equipment for vehicles in high noise environments. As the Lead Designer my duties included:

- UX Design and Research utilizing human centered design principles.
- Migrate ecommerce platform to ShopifyPlus while improving SEO.
- Efficiently coordinate the visual direction for conversion driven marketing campaigns for web, social media, email marketing, social media marketing, and landing pages.
- Update and refresh branding, package designs, instructional/educational/promotional materials.

**2008 / 2018**    **Vlaze Media Networks**    Lead Designer    **Los Angeles, CA**

Vlaze was a revolutionary online media company that pioneered the streaming of online content, and eventually shifted focus from content creation to online B2B/B2C sales. My duties as lead designer included:

- Create the visual direction, UI/UX design, and front-end development for the Shoptegrity SAAS platform.
- Successfully manage multiple design projects and the daily duties of junior designers, content creators, and overseas developers.
- Coordinate and manage client projects including websites, brand strategy, and interactive online experiences.
- Develop brand strategy for numerous product launches.

**2011 / 2018**    **SEDCOI**    Lead Designer    **San Salvador, El Salvador, Central America**

SEDCOI is a SAAS education platform specializing in the field of accounting - the first of its kind in the country of El Salvador. My duties as lead designer included UI/UX development, and front end design and development for the platform, and general branding and strategy.

## EDUCATION

Google UX Design Professional Certificate  
(In Progress)

B.S. Digital Entertainment & Multimedia (Honors Graduate)  
ITT Technical Institute, Oxnard, CA