

Michael Muranaka

Visual Designer · Brand & Illustration · UI/UX · Accessibility · AI-Augmented Workflows

mgmuranaka@gmail.com · (805) 503-9953 · muranaka.ink/cv · linkedin.com/in/michael-muranaka

Visual designer and illustrator with 16+ years across agency, SaaS, e-commerce, and in-house environments. Comfortable across the full range — brand identity, UI/UX, front-end development, and art-driven digital experiences. Fluent in accessibility standards (WCAG 2.1/2.2, ADA) and AI-assisted creative workflows. Independent typeface designer with 47 fonts published and 6M+ cumulative downloads.

Experience

Visual Designer · Kraftwerk Design 2020 – Present

Agency specializing in premium branding and web for wine, spirits, and luxury goods clients

- UI/UX design and front-end development for winery websites, mobile experiences, and brand systems serving high-end California clients
- Conduct website accessibility audits and remediation using UserWay and accessiBe — implementing WCAG 2.1/2.2 and ADA compliance fixes across client properties including J. Lohr Winery and Domaine Serene
- Develop and execute AI-assisted content and design workflows using Claude, ChatGPT, and Gemini to accelerate production across branding, copywriting, and digital strategy
- Produce wireframes, high-fidelity prototypes, and design systems in Figma from discovery through launch; manage multiple client projects simultaneously

Lead Designer, Marketing · Rugged Radios 2018 – 2020

\$20M+/year niche manufacturer of communication equipment for motorsport and off-road vehicles

- Directed visual identity refresh across packaging, promotional, and educational materials
- Led migration of e-commerce platform to ShopifyPlus, improving SEO and UX across conversion-critical pages
- Coordinated visual direction for multi-channel marketing campaigns across web, email, social, and paid media

Lead Designer · Vlaze Media Networks 2008 – 2018

Online media company that pivoted from content creation to B2B/B2C SaaS (Shoptegritty platform)

- Owned visual direction, UI/UX design, and front-end development for the Shoptegritty SaaS platform
- Managed junior designers, content creators, and overseas developers across concurrent client projects
- Led brand strategy for multiple product launches and interactive online experiences

Visual Designer / UI Lead · SEDCOI 2011 – 2018

First-of-its-kind SaaS accounting education platform in El Salvador

- Led UI/UX development and front-end design for the platform; handled general branding and digital strategy

Independent Typeface Designer · Self-Published 2011 – 2015

- Designed and released 47 original fonts across display, sans-serif, script, and graffiti categories
- 6M+ cumulative downloads including Dolce Vita (2.5M+ downloads) — one of the most downloaded sans-serif fonts on DaFont
- 92 forum requests from designers and studios seeking licensing and custom variations

Skills & Tools

Design: Visual Identity · Brand Systems · UI/UX · Illustration · Vector Art · Motion Design · Typography

Web: HTML · CSS · Tailwind · WordPress · Craft CMS · Figma · ShopifyPlus · Front-End Development

Accessibility: WCAG 2.1/2.2 · ADA Compliance · UserWay · accessiBe · Keyboard Nav · ARIA

AI Tools: Claude · ChatGPT · Gemini · AI-assisted design & content workflows

Marketing: B2B/B2C · SEO/SEM · Content Strategy · PPC (Google/Meta) · Email Marketing

Additional: Adobe Creative Suite · Fluent in Spanish · Remote & in-person collaboration

Education

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