

# MICHEAL AFONSO

Visual Designer & Photographer / Videographer

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Product designer	Photography
Interaction & UX design	Color correction
High-fidelity prototyping	Videography
Usability Research	Lighting & composition
Video Overlay Animation	Adobe Creative Suite
2-D Animation	HTML

## **Smashed Media** Designer

**Boca Raton, Florida // October 2018**

Tackling a complete rebrand of the agency and setting new standards in quality of work. My position altered the deliverables of the agency as a whole dramatically. Smashed Media pivoted from being an agency focused on email design and microsites to full branding experiences and identities/strategy. I lead dozens of brand identity projects from discovery session to implementation and website design.

## **Big Vision** Designer & Videographer

**Orlando, Florida // July 2016 - October 2017**

Wireframed, prototyped, and designed rebranded websites. Asset production and management for rebranded materials. Assets included video production, photography, illustrations, and animated elements. Collaboration with other video production members on shoots across the US.

## **IDProductsource** Design Lead

**Port Saint Lucie, Florida // February 2012 - March 2016**

Redesigned and tweaked e-commerce website to improve user satisfaction, create greater brand consistency, and increase sales. Collaborated with product managers and designers to incorporate business needs and user feedback. Work ranged from annual catalogs, weekly email blasts, monthly printed advertisements. Video work was also implemented and used as advertising material across social media platforms.

## **Anheuser-Busch** Design Intern

**Fort Pierce, Florida // June - August 2011**

Conceptualized and executed banner design for state wide customer interaction. Photography & portrait work done for printed materials.

## **Indian River State College**

**May 2012**

Bachelor of Applied Science Degree in Digital Media