

# Michael Kao

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## INTRODUCTION

With over 6 years of work experience and an MFA degree in Design, I am a designer specializing in solving problems, moving people, and marketing great products and services.

## EDUCATION

### Master of Fine Arts in Design

*Eva Bruck Award Recipient*

School of Visual Arts New York City  
Manhattan, New York

September 2019–May 2021

### Advanced Certificate in Print and Graphic Communication

*Awarded with Distinction*

UCLA Extension  
Los Angeles, California

October 2017–December 2018

### Advanced Certificate in Web and Interaction Design

*Awarded with Distinction*

UCLA Extension  
Los Angeles, California

October 2015–March 2017

### Bachelor of Fine Arts in Graphic Design

California State University, Fullerton  
Fullerton, California

August 2009–December 2013

## ACHIEVEMENTS

School of Visual Arts Resident Assistant  
2020 Young Ones ADC Merit Award  
Dale Carnegie Communications Course

## DESIGN EXPERTISE

Art Direction	Design Thinking
Digital Design	User Research
Brand Strategy	Creative Concepting
Motion Graphics	Product Development
Web Design	Presentation Design
UI/UX Design	Storyboarding

## WORK EXPERIENCE

### Sr. Visual Designer

AppFolio, Inc.  
Santa Barbara, California  
February 2022–Present

- Designing to push AppFolio Investment Management forward.
- Innovating with marketing and business development teams.

### Freelance Designer

Self-Employed  
Los Angeles, California  
September 2021–January 2022

- Redesigned personal branding and portfolio website.
- Worked on self-initiated projects and client projects.

### Digital Designer

Crown Media Family Networks  
Studio City, California  
January 2015–August 2019

- Designed email marketing templates and weekly eblasts.
- Designed web banners and assisted with website redesign.
- Designed landing pages for sponsored seasonal sweepstakes.
- Designed social media graphics across multiple platforms.
- Created app store graphics to help launch Hallmark Movies Now.
- Created Netflix graphic assets for Hallmark's movies and series.
- Designed evites and digital collateral for corporate events.
- Trained interns and new hires for the design department.

### Graphic Designer

Tawa Supermarket Inc.  
Buena Park, California  
August 2013–December 2014

- Designed in-store posters, banners, signage, and price signs.
- Designed weekly sales flyers, coupons, and newspaper ads.
- Designed social media graphics across multiple platforms.
- Photographed and organized e-commerce product photos.
- Assisted with store openings and hosted weekend sales events.

## TECHNICAL SKILLS

Adobe Illustrator	HTML & CSS
Adobe Photoshop	Photography
Adobe InDesign	Video & Sound
Adobe After Effects	Google Workspace
Adobe Premiere Pro	Microsoft Office
Figma & Sketch	Keynote