



# MICHAEL BANKHEAD

## MULTIDISCIPLINARY DESIGNER

### EXPERIENCE

#### UX/ UI DESIGNER

LOS ANGELES CAPITAL MANAGEMENT AND EQUITY RESEARCH | APRIL – SEP 2018  
LOS ANGELES, CA

- Translated business and user requirements into an enterprise web application.
- Designed and delivered user flows, wireframes, mockups and clickable prototypes.
- Performed A/B tests to rapidly iterate on designs.
- Collaborated with software developers, business analysts, user researchers, and other stakeholders.

#### VISUAL DESIGNER / CREATIVE DIRECTOR

POLE WORLD NEWS | 2013 – 2018  
LOS ANGELES, CA

- Lead designer and brand manager for Pole World News and The PWN Awards.
- Designed, launched, and managed company websites.
- Managed creative budgets and project timelines.
- Created design assets for marketing campaigns.
- Organized and oversaw live events, interviews, and photography / videography shoots.
- Liaison to business partners, sponsors, vendors, and venues.

#### VISUAL DESIGNER “VISUAL INFORMATION SPECIALIST”

CENTERS FOR DISEASE CONTROL AND PREVENTION | 2011 – 2013  
ATLANTA, GA

- Designed a content management platform for uploading, cataloguing, and sharing data across multiple departments and government agencies.
- Created visually compelling infographics and data visualizations including a Congress facing budget report and request.
- Provided design deliverables including, but not limited to: Branding & Iconography, Infographics, Editorial, Print, Web, and Digital assets and products.
- Created Branding Standards and Style Guides for internal programs and projects.

#### FREELANCE DESIGNER [ALCHEMI LABS LLC]

2012 - PRESENT

- **BESPUN DANCE STUDIO | 2018:** Responsive web site design & launch (Wordpress)
- **POLE SHOW LA | 2018:** Responsive web landing page design & launch (Wordpress)
- **GAINS GROUP LLC. | 2017:** Performed early ideations for the data-driven sport-tech's first mobile product (iOS).
- **ELITE B INC. | 2012 - PRESENT:** Produces Branding, Marketing, Digital, Web, and Print Design assets for Elite B inc and its subsidiaries.

### CONTACT

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### TOOLBOX

SKETCH  
PHOTOSHOP  
ILLUSTRATOR  
AFTER EFFECTS  
CINEMA 4D  
INVISION  
FRAMER  
WORDPRESS  
HTML/CSS

### SKILLS

INTERACTION DESIGN  
VISUAL DESIGN  
PROTOTYPING  
PROJECT MANAGEMENT  
BRANDING / STYLE GUIDES  
INFORMATION ARCHITECTURE  
USER RESEARCH

### EDUCATION

#### ART INSTITUTE OF ATLANTA

- BFA in Graphic Design | Class of 2010

#### UDEMY

- The Ultimate Guide to Usability and User Experience – Dr. David Travis
- UX Web Design Master Course: Strategy, Design, Development – Joe Natoli
- Mobile Design with Sketch 3 – Maxime Cormier
- The Complete Web Developer – Rob Percival
- Learning Axure RP – Packt Publishing
- Framerjs: Innovative Prototyping and Design with Interaction Animation – Adria Jimenez
- iOS 10 and Swift 3 – Mark Price (In Progress)