



Product Design and Rapid Prototyping
Design Leader

www.michaelpasternak.la
michaeldavidpasternak@gmail.com

Collaborating to create engaging products users love

Design thinker experienced in conceiving and executing design and innovation strategies that balance viability, feasibility, and desirability. Keen written and visual communicator. Empathetic with a desire to understand, serve, and delight users. Educator and mentor that leads by example. Dedicated learner and explorer. A self-starter with a calm, patient, and positive demeanor.

EXPERIENCE

Element Remote
Product Designer May 2019 - July 2019

- Contracted to collaborate with product manager, front- and back-end developers, visual designers, and research team to produce iOS and Android demo applications and SDKs for biometric security software
- Created animations of illustrations and icons demonstrating key concepts within the apps
- Built prototypes for targeted customer implementations of key SDK components

Frequency Remote
Product Designer April 2018 - May 2019

- Contracted to re-imagine and re-design beta product (campaign management; notification system; ad-building tool; production request forms; script-writing; and audio approval engines including feedback interfaces)
- Created information architecture details and flows
- Standardized and formalized definitions and concepts
- Wrote UX copy across product including modals, notifications, and emails
- Produced detailed spec documents for dev team
- Represented F Sharp as Lead Product Designer on client calls

Verso Creative Santa Monica, CA
Product Designer January 2016 - April 2018

- As freelancer, created UX and UI for all-new online booking engine for Viking Cruises, a \$1B+ cruise line
- Collaborated with strategy, marketing, and development teams to create implementations for responsive web, mobile, and interactive TV applications
- Prototyped experiences for internal and client review
- Created Viking Cruises 2020 Vision Deck for two major product roll-outs (referred to by Verso's founder as, "one of the best decks we've ever created")

Zero Systems Remote
Product Designer May 2017 - March 2018

- Contracted to design product for enterprise-level, web-based, workload security software
- Worked with product lead and full-stack developer to produce responsive web application

Stationdose Santa Monica, CA
Founder & Product Designer April 2014 - November 2017

- Collaborated with partner—a full-stack developer—to create iOS, location-based music app and CMS
- Created business plan, revenue model and investor deck
- Designed experience and interface and conducted user tests
- Assisted partner editing Ruby on Rails, JavaScript, HTML and CSS
- Designed and developed responsive marketing site stationdose.com using Twitter Bootstrap
- Curated music libraries and daily playlists



F Sharp
Design Director

New York City, NY
April 2013 – December 2014

- Lead creative team of 7, including 5 overseas designers, in delivering hundreds of RFPs. Deployed hundreds of campaigns for FORTUNE 500 brands in the US, Europe, and Asia/Pacific regions, including:
Automotive: BMW, Chevy, Ford; *Entertainment:* Universal Pictures, Sony Pictures, Disney; *QSR:* McDonald's, Wendy's; *Retail:* Target, Best Buy, Nike, Adidas; *Beverage:* Anheuser-Busch, Absolut, Coca-Cola; *Technology:* Microsoft, Google, Sony, Samsung, HP; *Telecommunications:* Vodafone, AT&T, Verizon; *Hospitality:* Starwood Hotels & Resorts, Marriott; *Financial:* Chase, CitiBank, Capital One
- Created campaign concepts for dozens of top brands
- Directed creative for digital campaigns and audio spots including Rdio's in-house spots to rave user reviews
- Collaborated with cross-functional team consisting of CTO, Head of UX, Head of Production, UX and UI designers to develop and launch ad products on a self-service platform
- Established work aids and refined processes, documented on the company's internal wiki

F Sharp
Art Director

New York City, NY
June 2012 - April 2013

- As freelancer, conceived and designed interactive campaigns for FORTUNE 500 brands including Adidas, Absolut, Ford and BMW
- Created concepts for dozens of top brands in categories from Entertainment to Automotive to Food and Beverage
- Consulted brands on considerations for engaging audiences visually across cultures for more than 16 countries
- Role lead to being hired full-time as Design Director

Bluefin Labs
Art Director

Remote
June 2011 – March 2013

- Contracted to create infographics for social-tv data analysis company used in content marketing campaigns for AdAge.com
- Finished work in March 2013 when the company was acquired by Twitter

AWARDS

2009 HSMIAI Adrian Awards Competition

Silver Medal - Recognizing Excellence in Travel Marketing

December 2009

- Designed and developed interactive map and photo gallery for The Cayman Islands promoting destination weddings

Media Industry Newsletter (min)

Best of Web 2008 Winner: Best Marketing Campaign

November 2008

- Designed, Flash-based, Space Invaders-style game, including accompanying collateral for thenest.com

EDUCATION

Art Institute of Colorado

Bachelor of Arts, Graphic Design

Denver, CO
June 2001 – March 2004

- Graduated with Honors

TOOLS

Creative: Adobe Creative Suite including Flash, Sketch, After Effects, and pen and ink

Prototyping: InVision, Pixate, Principle, Flash

Development: Experience with WordPress, GitHub, Terminal, ActionScript, HTML, CSS, JavaScript, Ruby on Rails, JSON, CodePen

Productivity: JIRA, Asana, Dropbox, Google Drive, Slack, Microsoft Office Suite plus Mac and Google equivalents