

MICHEAL AFONSO

Visual Designer & Photographer / Videographer

mafonso.photo@gmail.com

Product designer

Interaction & UX design

High-fidelity prototyping

Usability Research

Video Overlay Animation

2-D Animation

Photography

Color correction

Videography

Lighting & composition

Adobe Creative Suite

HTML

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.

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.

SYS2k Designer

Orlando, Florida // March 2016 - July 2016

Designed and led inbound marketing campaigns. Branding & web development on multiple product launches. Video & photography assets created for product launches.

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.

Indian River State College

May 2012

Bachelor of Applied Science Degree in Digital Media