

Michael Charles Brown

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Portfolio

→ mcb-creative.design

415.828.1416

Senior Visual Designer

Brand Development /// Visual Identity /// Design Systems

Hands-on creative leader specializing in brand transformation, digital storytelling, and engaging digital experiences. Adept at collaborating with cross-functional teams to develop cohesive brand systems, interactive web designs, and user-focused campaigns that elevate audience engagement and drive measurable results.

Brand Identity Development | Digital Storytelling | Design Systems | Creative Direction & Strategy | Interaction Design
Cross-Functional Team Leadership | Integrated Marketing Campaigns | Motion Graphics | Audio & Video Editing
Illustration | UX/UI | A/B Testing | Prototyping | User Research & Data-Driven Optimization | Front End Development

Professional Experience

Brand Designer & Creative Consultant

2023 - Present

MCB Creative · Los Angeles

- Consult on brand development, marketing creative, and rebranding efforts for a variety of clients and industries.
- Craft tailored branding solutions that drive business growth and strengthen digital brand presence.
- Design engaging digital experiences that connect with diverse audiences through clear, impactful storytelling.

Creative Director

2016 - 2023

BitTorrent · San Francisco

- Led BitTorrent's global rebrand, modernizing its identity and digital presence to align with evolving media landscapes.
- Directed creative strategy across digital, social, and product UX to create a unified brand experience.
- Collaborated with engineering, marketing, and product teams to align creative initiatives with company goals.
- Leveraged A/B tests, user feedback and analytics to inform design choices, increasing sales and engagement.

Senior User Interface Designer

2015 - 2016

Pro Tools, Avid Technology · San Francisco Bay Area

- Developed UI frameworks for Pro Tools' multi-platform ecosystem, enhancing user experience and driving sales.
- Crafted page layouts, navigation, and iconography in collaboration with product teams, marketing and engineering.
- Improved usability of existing applications, through user testing, resulting in a more efficient, user-friendly interface.

Lead Designer

2014 - 2015

SparkPR · San Francisco

- Led a team of designers, setting clear objectives and crafting high-quality creative work for a wide variety of clients.
- Developed and executed design strategies for diverse client projects, aligning with marketing and PR objectives.
- Built strong client relationships, successfully translating their vision into effective design solutions.

Education

Music Theory and Composition (Minor in Creative Writing), San Francisco State University

Tools and Platforms

Figma · Illustrator · Photoshop · After Effects · Premiere Pro · Blender · Spline · Lottie Files · Google Analytics ·
HTML/CSS/Javascript · Bootstrap · Tailwind · Webflow · WordPress · Framer · AI/LLM Tools & Integration