



Michael Wilson

ideas + storytelling

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Who am I?

I'm a passionate, dedicated and interdisciplinary creative with over a decade of leadership experience spent spearheading, directing and synthesizing deep consumer insights into clean, thoughtful and compelling embedded and mobile experiences.

What am I proud of?

Video and Motion Lead for Content UX, Roku — August 2020 - Present

- Crafting on platform motion graphics and video content.
- Developing best practices around trending content/design techniques
- Creating localization tools to reduce video production via Extendscript and ScriptUI
- Animation/SFX and original music lead on all Roku Platform Experiences

Lead Product Designer Roku TV, Roku — November 2019 - Present

Leading key feature design implementation for Roku smart TV platform — working directly with multiple teams to bring refined experiences to life for millions of Roku users.

- Creating holistic visual, motion and sonic solutions with reusable and extensible design patterns and principles to streamline UX concepts from ideas to standardized deliverables
- Representing and ensuring UX integrity while collaborating with marketing partners, engineers and product managers to address end-user, brand, technology, and business requirements

Creative Director, Bowers & Wilkins — December 2016 - December 2018

Leading and building a team of highly skilled UX specialists from visual design, sound design, motion and prototyping to extend the Bowers & Wilkins luxury brand into thoughtful user-centric embedded, physical and mobile interfaces.

- Leading an extremely talented team consisting of designers, prototypers, and sound design in the quest to craft new, meaningful and innovative home entertainment experiences
- Accountable for crafting a luxury-inspired motion design platform that spanned an entire video and audio ecosystem



Creative Director, Bowers & Wilkins — *continued*

- Establishing sonic UI principles and audio cues that permeate a Bowers & Wilkins unreleased eco-system of audio and video products.
- Leading and defining meaningful UX signatures and proofs of concept via high-fidelity prototyping
- Shipped (*April 2019*) Formation suite of wireless multi-room speakers and audio connection hub that delivers wired fidelity audio via proprietary mesh synchronization

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Principal Product Designer, GoPro — *October 2015 - December 2016*

Responsible for establishing an extensible motion design platform, principles and specifications that encompasses the entire GoPro eco-system from cameras to applications.

- Led all motion specifications and UX prototypes for GoPro Karma quadcopter / drone (*shipped October 2016*)
- Led all motion specifications and UX prototypes for GoPro fifth generation HERO 5 camera back display UX/UI (*shipped September 2016*).
- Ensured a collaborative and cross-coordinated language for communicating aesthetic motion principles with firmware engineers

Principal Product Designer, LYTRO (acquired by Google) — *Sept 2014 - October 2015*

Responsible for distilling the greatest leap in the advancement of photography in over 200 years into an intuitive, easy-to-use, user experience via not only embedded device UI, but also spanning and entire LYTRO living pictures ecosystem.

- Led all camera UI/UX initiatives (LYTRO Comet, LYTRO Illum 2.0 (*shipped July 2015*)) as well as yet to be released video and VR products.
- With only a single design partner and a six week deadline, designed and prototyped, from the ground up, the next generation LYTRO light field camera UI/UX flow — from power on, through capture, preview and share
- Spearheaded and established a UI/UX design platform for all LYTRO branded hardware and software interfaces as well as a Lytro Branded UI/UX prototyping framework for rapid development of proof of concepts, iOS components, interactions and edge cases
- Collaborated and negotiated with camera UI engineering team and product management stakeholders to ensure the LYTRO design platform was adopted, documented and championed throughout the LYTRO ecosystem



Lead UX Prototyper, Nook — July 2013 - September 2014

Ultimately responsible for all interactive prototypes, proof of concept applications, and motion demos for Nook Education initiatives while leading a team of three (3) UX Prototypers. Evangelized and shepherded a rapid prototype development framework used to conceptualize, visualize, user test and ultimately evaluate complex use case solutions and/or product features.

Senior UX Prototyper, Nook — October 2012 - July 2013

Prototyped next generation digital education products and initiatives within the Nook UX Team. Explored, developed and animated applications and interactions to improve the intuitiveness and ease-of-use of Nook technology in the digital education space. Specifically, I used application sketches and motion graphic demos to expose and solve problems. Collaborated closely with interaction designers, visual designers, software development teams and product managers to jointly define, improve the UX and, ultimately, make people smile.

- Prototyped core UI for next-generation Nook digital education products/services
- Built Human Interface UI libraries for rapid prototype development
- Engineered algorithms for responsive, real-time, fluid UI animation
- Shipped Yuzu 1.0 Digital Education Application for iOS and Windows 8

Creative Director, Interactive, bpg advertising — September 2011 - September 2012

Led creative team in shaping customer experiences via micro sites, viral campaigns, mobile applications, games, online marketing programs and trans-media campaigns. Shaped strategy visual concepts, user experience and led digital art directors and motion designers in executing innovative concepts. Mentored and recruited designers and animators for maximum team effectiveness. Prioritized a vision and fostered a unique, collaborative climate inspiring initiative and ingenuity for the entire interactive department.

Clients: *Sony Pictures, 20th Century Fox, HBO, Showtime, Lifetime Network, USA Network, History Channel, HGTV and E! Network, FoodNetwork*

Superhero, Michael Wilson Ideas + StoryTelling — June 2006 - September 2011

Provided design, animation and development in the form of games, sites, and apps for a discriminating group of progressive clients including:

Clients: *Sony Computer Electronics, Sony Music/BMG, Apple, Experian, Dreem, NuViz, Sony Pictures, AOL, Lionsgate, Paramount, POM Wonderful, Tool NA*

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Adjunct Professor, Art Center College of Design — Fall 2007 - Fall 2013

Teaching interactive and interaction design, animation and development in the undergraduate Graphic Design program.

Please refer to my [LinkedIn](#) profile for recommendations, endorsements and work experience prior to 2006. References on request.

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