

# MICHAEL CRUZ

## PRODUCTION DESIGNER

### Objectives:

- To design and produce graphics content to uphold and exceed industry standards
- To establish, improve and maintain efficient work processes with Production and Design teams
- To learn and share learnings with my team to develop and inspire new best practices as technology improves

### Contact Information



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### Technical Skills:

Graphic Design

Graphic Production

Photography

Videography

Adobe Creative Cloud

Photoshop

Illustrator

InDesign

Bridge

UI/UX

Sketch

Flinto

InVision App

3D Modeling

Autodesk Maya

Zbrush

Sculptris

Presentations

Keynote

Acrobat

Power Point

### Experience:

#### Production Designer 02/2018—Present

On-site at **Apple Inc., Retail Marketing** employed by **Hogarth Worldwide**

- Produced and designed editorial campaigns, emails and news posts for the Retail Marketing teams on iOS/ macOS platforms; information and direction was dispersed internally to over 50K retail store employees worldwide, including high level management
- Responsible for developing and training efficient graphic production processes in Sketch and Keynote
- Collaborated with art directors, writers, producers, publishers and other designers to effectively contribute to and deliver editorial content on schedule
- Developed presentation decks for creative pitches and art director/business manager review

#### Interactive Graphic Production Artist 05/2016—01/2018

On-site at **Apple Inc., Marcom**, employed by **Hogarth Worldwide**

- Produced pixel perfect imagery to specifications for the **apple.com** website; worked with design, web development, motion graphics, standards and quality assurance teams to execute objectives; workflows were streamlined using customized tools, automated actions and scripts
- Contributed to the collective team responsible for the marketing of worldwide release of **iPhone X** in 2017; for the **iPhone 7** and **7 Plus** in 2016
- Assisted screen content team to create software UI/lifestyle imagery for placement in product hardware across multiple campaigns

#### Graphic Production Designer 04/2015—04/2016

**OffBase Productions**, San Francisco, CA [www.offbaseproductions.com](http://www.offbaseproductions.com)

- Designed and produced interactive manuals, guides and marketing materials to image size specifications for the **PlayStation Docs** platform, displayed on **mobile, web** and **PlayStation 4**; developed workflows and produced web assets for the **playstation.com** website for **Sony**; produced home menu backgrounds on the **Playstation 4** home console
- Produced online banner ads to specifications in static and animated **HTML5** format for web and mobile
- Produced **App Store/Play Store** screen shots and **Facebook ads** for various gaming clients
- Designed and produced multi page marketing materials for screen and print such as guides, booklets and interactive PDFs for various video game software; collaborated with editorial and web development teams; uploaded and managed files using a **custom CMS**
- Project managed/art directed 3D video animation projects for **VR software**

## Soft Skills:

Editorial Design

Packaging Design

UI Prototyping

Communication

Critical Thinking

Problem Solving

Attention To Detail

Team Leadership

Process Development

Project Planning

Product Marketing

Business Strategy

Localization

Confidentiality

On The Fly Adaptability

Efficiency

Lifelong Skills Development

Drafting

Vector Illustration

Social Event Planning

Large Format Printing

Mockup Creation

## Personal Interests

UI/UX Design

Typography

Surrealism

Psychology

3D modeling

Fitness

Snowboarding

Martial Arts

Competitive Gaming

Game Design

Game Strategy

Skill Building

Making Friends

Art and Social Events

## Education:

### General Assembly

User Experience Design Circuit  
Certificate of Completion—July 2018

### San Francisco State University

Completed “Bachelor of Arts in  
Industrial Design — Emphasis in  
Visual Communication” in Spring 2005

## Experience continued:

### Graphic Production Artist 06/2009—11/2010

Promoted to **Senior Graphic Production Artist** 12/2010—03/2015

### Multi Packaging Solutions Redwood Shores, CA [www.multipkg.com](http://www.multipkg.com)

- **Lead production artist** for **Electronic Arts’ “EA Games”** label titles
- Spearheaded the full production process—beginning with layout design, ending with supplying press ready assets for printer/client archives—of printed materials/packaging for many of Electronic Art’s AAA game titles; each title usually consisted of 3–5 game platform variations, then was localized into two or three languages
- Worked closely with EA Account Managers/MPS Project Managers to create consistent packaging art, and addressed client’s special needs when creating Collector’s Edition packaging, usually with special printing/inks and complex dielines
- Created long-form video game manuals for in-game/online/offset print to necessary file output specifications  
Produced localized game packaging/materials for **Disney, SquareEnix** and **Rockstar** titles on **PC, Nintendo, Sony** and **Microsoft** game consoles
- Produced multilingual keyboard layouts, localized printed materials and game packaging templates with up to 27 different languages for **Microsoft**
- Developed workflows for **Microsoft** related jobs within our team, and instructed junior artists to work efficiently within the developed structure
- Produced localized screen graphic layouts to specifications on **iPad/iPhone/Android** for **Disney**
- Managed job traffic and directed junior artists to follow proper workflows/produce consistent art to G7 color standard

### Contract Graphic Production Artist 07/2008—10/2008

On-site at **Electronic Arts** employed by **MeadWestVaco**, Redwood Shores, CA

- High volume, quick amend production for game manuals; type setting, page reflowing, and maintaining style consistency
- Worked with writers and project managers to produce English and French game manuals to screen and print specifications

### Production Artist/Graphic Designer 10/2002—4/2008, Intern 5/2002—10/2002

**YFY Jupiter**, 360 Pine St., San Francisco, CA [www.YFYjupiter.com](http://www.YFYjupiter.com)

- Created and updated press ready Illustrator files to **Walmart** styleguide and print specifications; applied developed packaging styles in a consistent manner to various packaging and display dielines
- Designed corporate/brand identity, logos, store signage, promotional materials, brochures and packaging
- Photo retouching and color correction for packaging; large format printers/scanners, drafting dielines and creating mock-ups