michael caporale

creating memorable interactive experiences on the web and beyond

I AM
INSANELY
CURIOUS.
CONSTANTLY
EXPERIMENTING.
PIXEL PERFECT.
STRIVING FOR MORE.

EXPERTISE

- web design
- digital advertising
- visual design
- game design
- ui / ux
- e-commerce
- mobile
- landing page optimization
- brand cohesion
- understanding humans

TECHNOLOGY

- photoshop cc
- illustrator cc
- indesign cc
- html
- css
- after effects
- google analytics
- microsoft office
- fl studio
- 3ds max

EXPERIENCE

KREATIVE | Digital Marketing Strategist / Web Designer
redmond, wa   [july 2012-present]

- **orchestrate cross-platform marketing strategies on social, email and web.**
- design robust Facebook advertising campaigns that involve research into the client's industry, competition, and customer and product segmentation; provide detailed reports including resources and strategy regarding the aforementioned topics.
- design and promote contests for clients looking to grow engagement and email lists.
- help pioneer new marketing services for KREATIVE.
- update and beautify websites for existing clientele.
- **designed and developed nearly 200 custom e-commerce websites prior to transition into marketing.**
- helped produce KREATIVE's launch website.

BrandX Games | Associate Producer
redmond, wa   [2006-2012]

- **game designer, writer for online social game *Odd Manor*.**
- created an interactive, visual art asset library for dev team.
- managed and maintained online (CMS) content management system.
- reported directly to stakeholders regarding quality and consistency of weekly game updates.
- producer, game designer, *Odd Manor*: Nintendo DSi prototype.
- designed art for games (PC, DSi and iOS) and other corporate media.
- member of creative team on multiple other game concepts and prototypes.

STUDY

DigiPen Institute of Technology
redmond, wa   ba: game design [in progress]

Loyola Marymount University
los angeles, ca   studio arts: multimedia [transferred]

The Overlake School
redmond, wa   graduated 2008

OTHER

Entrepreneurship

- jointly patented a System and Method for Control and Training of Avatars in an Interactive Environment [Patent No. 7,814,041].
- founder, *Printer Playground* - online retailer for 3d printing products
- founder, *Got Womp* brand music promotion website.

Awards

- Google Analytics certified