



Michael Wilson

ideas + storytelling

T +1.310.699.6799
me@michaelwilson.com
michaelwilson.com
linkedin.com/in/michaelwilsonideas

What 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?

Creative Director, Bowers & Wilkins — December 2016 - Present

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
- 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 Formation suite of wireless multi-room speakers and audio connection hub that delivers wired fidelity audio and proprietary mesh-enabled synchronization (*shipped April 2019*)

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

T +1.310.699.6799
me@michaelwilson.com
michaelwilson.com
linkedin.com/in/michaelwilsonideas

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.

T +1.310.699.6799
me@michaelwilson.com
michaelwilson.com
linkedin.com/in/michaelwilsonideas

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*

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.