

Brooke Michael

brookemichael.xyz
hello@brookemichael.xyz
719 . 330 . 3638



Multidisciplinary designer and maker working at the intersection of motion, product, and visual design, with a passion for building experiences that feel human, grounded, and emotionally resonant.

Education.

University of Wyoming

B.F.A. Graphic Design
Marketing Minor
2015 - 2019

Expertise.

Skills

Storytelling
Visual Design
Illustration
Motion Design
Product Design
Interaction Design
Art Direction
Vibe Coding

Software

Figma
After Effects
Premiere Pro
TouchDesigner
ProtoPie
Rive
Lottie
Illustrator
Photoshop
Blender
Cinema 4D
Unity

Experience.

Motion & Product Designer, Amazon Music

JULY 2022 - PRESENT

- Contributed to the evolution of Amazon Music's motion brand direction and UX motion identity, shaping how the brand moves and feels across product surfaces.
- Provided creative direction to designers on the 2024 Delivered campaign as motion lead, shaping the narrative and influencing visual and animation decisions from early concept through final execution.
- Served as a creative vision consultant for design leadership, bridging brand and UX motion across the org.
- Built and documented a UX motion system, defining animation principles, handoff specs, and motion guides to standardize creative execution across brand, UX, and engineering; ongoing initiative.
- Concepted and prototyped motion and visual experiences for the Amazon Music TV app as motion lead, exploring new interaction languages for customers to engage with music in their living room, currently in development.
- Built interactive prototypes at multiple fidelity levels, from concept through engineering handoff, using ProtoPie, Rive, and Lottie across TV, mobile, and web.
- Presented creative concepts and design strategy to cross-functional leadership spanning design, product, marketing, engineering, and executive leadership.

Graphic & Motion Designer, Lunchbox Tech | Contract

SEPTEMBER 2021 - JULY 2022

- Developed brand identities, visual design, and motion for food and hospitality clients across social, web, and app, including social media campaigns for fast-scaling DTC brands.
- Shaped creative direction across design, brand, and strategy teams to evolve visual identity for emerging consumer brands, contributing to the look, feel, and motion language that defined how these brands showed up in the world.

Multimedia Designer, Apple | Contract

AUGUST 2020 - DECEMBER 2021

- Designed motion graphics and illustrations for global internal communications and retail training initiatives at scale, collaborating with cross-functional teams to deliver accessible, emotionally engaging visual experiences.

