

Brooke Michael



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Denver. CO

Education.

University of Wyoming

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

Expertise.

Skills

Motion Design
Art Direction
Illustration
Storytelling
UX | UI

Software

Adobe Creative Suite
Figma
ProCreate
Blender
Cinema 4D
Unity
ProtoPie
Rive
Lottie

A multidisciplinary designer and art director experienced with leading motion-forward brand systems, global campaigns, and UX features.

Experience.

Motion Design Lead, Amazon Music JULY 2022 - PRESENT

- Led the motion design for Amazon Music's global year-end campaign, a flagship in-app experience reaching millions of users.
- Directed animation strategy, concepting, and cross-platform execution across product UI, marketing, and social campaigns.
- Partnered with UX, brand, engineering, and marketing to ensure cohesive design strategy across app implementation and brand.
- Championed internal motion mentorship: conducted team training, documented workflows, and defined visual storytelling best practices.

Graphic & Motion Designer, Lunchbox Tech | Contract SEPTEMBER 2021 - JULY 2022

- Developed brand identities and motion design for food and hospitality clients.
- Collaborated across design, brand, and strategy teams to evolve creative direction for fast-scaling DTC brands.
- Delivered custom illustration and motion work tailored to social, web, and app experiences.

Multimedia Designer, Apple | Contract AUGUST 2020 - DECEMBER 2021

- Designed motion graphics and illustrations for global internal communications and retail training initiatives.
- Collaborated with instructional designers to craft scalable, accessible, and emotionally engaging learning modules.

Freelance Designer | Brand & Motion JULY 2019 - AUGUST 2020

- Delivered story-driven design across motion, illustration, and web for a diverse range of clients.
- Focused on user-centered creative problem-solving and emotionally resonant narratives.

