



## Contact

mse@michaelernst.com  
415.515.1425  
michaelernst.com/portfolio

## Profile

Experience in product design, UI/UX for mobile and web, brand management, marketing design, illustration, art direction, marketing, copywriting

## Skills

Sketch . Illustrator . Photoshop .  
InDesign . Fireworks . CSS . HTML

## Education

University of Wisconsin . Madison  
May 2002 Bachelor of Science in Art/  
Graphic Design

Watts Atelier of the Arts  
Jan – Dec 2017  
Full-time drawing program, 4 terms

## Experience

### Fountain

Creative Director | San Francisco, CA March 2014 - March 2015

- Developed logo, brand identity and overall look and feel of Fountain
- Designed wireframes, UI/UX and visual design for mobile app and web (SEO), on and offline marketing content and promotional items
- In charge of product in conjunction with CEO

Freelance | San Francisco, CA January 2013 - March 2014

### Yelp

Visual Designer | San Francisco, CA January 2012 - January 2013

- Visual design for the consumer product team

### Giftly

Creative Director | San Francisco, CA March 2011 - December 2011

- Developed logo, brand identity and overall look and feel of Giftly
- Designed wireframes, UI/UX and visual components of the website and mobile app, on and offline marketing materials and variety of promotional items
- Managed product team and UI designer

Freelance | San Francisco, CA July 2009 - February 2011

### Yelp

Creative Director | San Francisco, CA December 2004 - June 2009

- Developed logo, brand identity and overall look and feel of Yelp
- Art directed and designed various communication materials including Yelp website and UI, on and offline ads, marketing materials and a wide variety of promotional items
- Managed creative for Product (Consumer & Business), Marketing, National and Local Sales
- Ran product for 1 year in conjunction with CEO, sole designer for 4.5 years

Freelance | San Francisco, CA September 2004 - December 2004

### Quinstreet, Inc.

Interactive Designer | Foster City, CA December 2003 - September 2004

- Created designs for banner ads, websites and HTML based emails
- Developed campaigns for email blasts

### Zillman Advertising & Marketing

Art Director | Madison, WI July 2002 - July 2003

- Art directed and designed various communication materials including logos, brochures, posters, advertisements, websites, billboards, bus cards and television graphics
- Created concepts and art directed ad campaigns, marketing collateral and developed multiple brand identity systems
- Coordinated photographers, illustrators and printers on variety of projects

### Waldbillig & Besteman, Inc.

Junior Designer | Madison, WI March 2001 - May 2002