

# Michael Corona

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Senior Visual Designer with 10+ years of experience building and scaling brand systems in high-growth environments. I translate strategic marketing objectives into production-ready creative across paid media, lifecycle campaigns, web, sales enablement, and print—enhancing brand storytelling through motion graphics and animation. Recognized for strong visual taste, precision typography, and scalable design systems, with deep experience in the dental and healthcare space. I operate with a high level of ownership and thrive in fast-paced, growth-driven teams.

## WORK EXPERIENCE

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### Graphic Design Specialist

**Glidewell Dental** | Irvine, CA

April 2022–Present

- Lead end-to-end design execution for integrated marketing campaigns supporting product launches and GTM initiatives across North America. Support a \$750M global dental manufacturer serving 80,000+ dentists worldwide.
- Partner cross-functionally with Brand, Growth, Product Marketing, and Sales teams to translate strategic objectives into cohesive, customer-centric visual systems and campaign assets.
- Design high-performing creative across paid media, email lifecycle campaigns, print advertising, catalogs, direct mail, and sales enablement materials.
- Develop and maintain scalable brand guidelines, templates, and production workflows that improved cross-channel consistency and reduced production timelines by 25%.

### Graphic Specialist

**California State University, San Bernardino** | San Bernardino, CA

February 2019–January 2020

May 2021–February 2022

- Served as lead visual design partner for 25+ departments within Student Affairs, ensuring cohesive brand alignment across programs, services, and campus-wide initiatives.
- Translated diverse stakeholder objectives into clear, scalable visual systems across print, digital, social, and event collateral reaching 20,000+ students.
- Developed campaign frameworks and templated assets to streamline production and maintain brand consistency across high-volume requests.
- Collaborated directly with department leadership to refine messaging and improve student engagement across wellness, housing, career development, and academic support initiatives.
- Balanced multiple concurrent projects with tight deadlines while maintaining a high standard of craft and layout precision.

## **Graphic Designer**

**Brady Corporation** | Ontario, CA

February 2020–April 2021

- Developed newsletters, mailers, posters, and presentations for retailers such as Kohl's, Sephora, and GAP.
- Produced compliance materials, employee training content, and video tutorials to enhance internal communications.
- Maintained brand consistency across all media by utilizing design fundamentals such as typography, layout, and color theory.

## **Graphic Designer**

**Electric Laundry** | San Bernardino, CA

June 2011–December 2018

- Led the development of Electric Laundry's visual identity from the ground up, establishing a cohesive brand system across digital, social, merchandise, and print platforms.
- Built and scaled the brand's social presence from 0 to 200K+ followers by creating high-impact campaign visuals, motion graphics, and content frameworks that drove sustained audience growth and engagement.
- Developed scalable campaign templates and visual frameworks to support rapid content deployment across festivals, merchandise launches, and promotional initiatives.
- Partnered with leadership and marketing teams to align creative direction with business goals, ensuring consistency, speed, and quality across all brand touchpoints.

## **EDUCATION**

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### **Bachelor of Arts in Graphic Design**

California State University, San Bernardino | San Bernardino, CA

Graduated: December 2019

Honors

## **SKILLS**

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- Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- Design Systems Development & Brand Governance
- Integrated Marketing Campaign Design
- Motion Graphics & Animation
- Performance / Conversion-Focused Creative
- Cross-Functional Collaboration
- Production Workflow Optimization