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MICHAEL CAPO RALE

"Michael has proven himself capable of wearing many hats, juggling designs for multiple clients and on multiple platforms. He confronts ambiguity and considers the big picture even while serving the client on a person-to-person basis."

- Luke Phillips
Client Services Director
Kreative

EDUCATION

DigiPen Institute of Technology
BA: Game Design
2009 - 2012

Loyola Marymount University
Studio Arts, Multimedia
2008 - 2009

ACCOMPLISHMENTS

Co-Inventor US Patent
System and Method for Control and Training of Avatars in an Interactive Environment.
Google Analytics Certified

NOW

Web and Marketing Designer KREATIVE

Design/dev pristine e-commerce websites.
Well over 300 projects completed.
Design robust Facebook advertising campaigns.
Build beautiful promotional apps, and contests.
Pioneered social media program,
earning >\$360k in new revenue.
Source external marketing partners.
Manage five figure client adspend accounts.
Helped launch KREATIVE rebrand.

July 2012 - Now

Founder/President Printer Playground

PrinterPlayground.com is an online retailer
for premium 3D printing products.

Nov 2014 - Now

THEN

Associate Producer BrandX Games

Game design for social game Odd Manor.
Created an interactive, visual art asset library.
Managed content management system.
Reported directly to stakeholders regarding
quality and consistency of weekly game updates.
Designed art for games (PC, DSi and iOS)
and other promotional graphics.

2006 - 2012

SKILLS

Web Design
Web Development (html, css, jquery)
E-Commerce
Digital Advertising
Adobe CC
Understanding Humans