

Michael Turner

Creative Lead & Multidisciplinary Designer

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Hands-on creative lead with more than a decade of experience shaping campaigns, content systems, and digital experiences. Combines art direction with production across editorial, print, video, motion, web, and photography.

CORE SKILLS

Art direction / Visual systems / Campaign design / Editorial & print / Video & motion / Web & member experience / Content strategy / Photography

PROFESSIONAL EXPERIENCE

Somatic Living

Digital Media Specialist & Sound Designer | Freelance / Remote | Jan 2024 - Present

- Grew YouTube from zero to 4,100 subscribers in 12 months and TikTok from 36 to 1,400 followers in five months through long- and short-form content.
- Built a repeatable workflow turning recorded interviews into videos, social clips, carousel graphics, captions, and thumbnails.
- Redesigned the member dashboard and introductory access flow around a guided practice experience.

Birch Gold Group

Graphic Designer | Full-time / Remote | Apr 2022 - Present

- Own concept and production across digital campaigns, landing pages, video, motion graphics, editorial layouts, and print materials.
- Delivered an information-kit cover from initial concepts to approved, print-ready artwork in one week.
- Produce approximately one educational explainer video per week alongside ongoing design work.

The Finest Accessories / France Luxe

Associate Art Director | North Bend, WA | Dec 2019 - Apr 2022

- Led campaign creative from concept through delivery and directed shoots with photographers, stylists, and contractors.
- Maintained a cohesive visual identity across ecommerce, email, and social campaigns.

Earlier role: Graphic Designer | May 2019 - Dec 2019

Zumiez

Graphic Designer | Lynnwood, WA | Jan 2018 - Apr 2019

- Designed ecommerce banners, email campaigns, and social assets in collaboration with the creative team.

Earlier roles: Photographer | Dec 2011 - Sep 2015; Photo Editor | Mar - Dec 2011

TOOLS

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, and Audition; Figma, Canva, and AI-assisted image and content production.

EDUCATION

B.A. in Digital Media | International Academy of Design and Technology, Seattle | 2010
