MICHAEL IMPERIAL

W: michaelimperial.com
E: holler@michaelimperial.com
T: 647-280-5223

Hi I'm Michael Imperial, a full stack designer. I solve problems by building systems, and trying to doing things a bit different. I believe that a well designed product can have a real and tangible impact on our everyday lives.

EXPERIENCE

League
MAY 2017 – PRESENT

Senior Product Designer
At League, I design user flows, wireframes, interactive prototypes, and the core design system. When possible I design in code to ease hand-off to the dev teams. When not designing, I define new features by documenting user stories and acceptance criteria distilled from business goals and user feedback. Through the development of the design system, I help define consistency in interaction models, UI patterns, copy tone and IA across the browser and native mobile apps.

Uberflip
NOV 2015 – APR 2017

Frontend Designer Developer – Engineering Manager
At Uberflip, I managed a team of frontend developers that operated as an internal digital agency, providing the "onBrand" product service to every Uberflip customers. My primary function was to create bespoke experiences and to integrate Uberflip into each customer's unique marketing tech stack. Additionally, I created internal tools and integrations to improve company procedures and partnered with Customer Success to promote both innovation and up-sells by proactively identifying real-world customer opportunities for new product features.

Rare Beef
OCT 2013 – OCT 2015

Creative Director – Founder
I created Rare beef as an art-house disguised as a record label. It provided me a platform to support up and coming electronic music talent by investing my creative services and marketing experience into their musical careers. It also enabled me to explore new creative and technical challenges by partnering with forward thinking clients in the space of art and culture.

Culvert Music & FrostByte
JAN 2012 – OCT 2014

Marketing Director
During my term at FrostByte (later known as Culvert Music), I served as a one man design, PR, and marketing department. I created design assets and executed digital marketing campaigns for the label and its artists. Projects included: web design, package design, event production, grant writing, digital PR, and online ad campaigns. The roster consisted of popular Canadian artists, inluding: Matthew Good, Saukrates, Ben Stevenson and The Headstones.

Gallipro
NOV 2007 – DEC 2011

Sr. Lead Web Designer
At Gallipro I worked as a Junior Web Designer, eventually rising to the position of Senior Lead Web Designer. I built web apps and marketing assets for the financial and educational industry, also managing a team of developers, designers and copywriters. Projects included: web apps, websites, newsletters, digital banners ads, digital brochures, trade booths, and brand packages. Clients included: Bank of Montreal, Canadian Securities Institute and Moneris.

EDUCATION

George Brown
SEP 2005 - MAY 2008

The School of Design — Graphic Design
Majored in typography, minored in information design.