



Michael Gorospe

Portfolio: michaelgorospe.art | Address: Pasadena CA 91103 | LinkedIn: linkedin.com/in/mfhgorospe

SUMMARY

Design professional with over 18 years of experience, including 11+ years specializing in UI/UX. Devoted 8 years at NASA's Jet Propulsion Laboratory to leading initiatives that transformed complex systems into intuitive, user-centered digital products, enhancing accessibility, internal tools, and engagement across mission-critical platforms. Earlier multidisciplinary work since 2007 includes collaborations with major global brands such as YouTube, Google, Yahoo, Mitsubishi, Guess, Mattel, Warner Bros., and Discovery Family.

TOOLS & SKILLS

UI/UX: Figma, Framer, Adobe XD, Information Architecture, Prototyping, Accessibility, 508 Compliance, Usability Testing, Interaction Design

Design: Brand Systems Development, Visual Storytelling, Photoshop, Illustrator, After Effects, InDesign

WORK EXPERIENCE

NASA Jet Propulsion Laboratory | UI & UX Designer | Pasadena, CA | January 2018 - December 2025

- Served as a lead designer partnering with scientists, engineers, and communications teams to translate complex mission data into intuitive, user-centered digital experiences. Built responsive interfaces and modular components that improved accessibility and navigation across devices.
- **Overall Design Contributions** - Created branded graphics appropriate for specific Groups, Divisions, and Orgs across Internal and External websites. Researched and developed 508-compliant institutional color palettes. Developed logos and identities for software and various science divisions. Designed posters for launch campaigns and institutional collateral.
- **Overall UI/UX Contributions** - Provided design leadership across mission websites, newsletter campaigns, press kits, and internal tools, with focus on accessibility, brand consistency, and visual storytelling. Produced downloadable documents meeting 508 Compliance and WCAG standards

Key Initiatives & Impactful Contributions at NASA/JPL

- **JPL's Main Intranet News** - Led the UX/UI redesign of the internal intranet platform as the sole designer, serving over 6,000 employees, improving navigation, engagement, and discoverability of news, events, and important lab resources.
- **Explorer-1 Design System** - Contributed as a key designer on a unified design system that consolidated and organized JPL's internal and external web ecosystem. The initiative spanned multiple years, defining reusable components, typography, and WCAG-compliant color systems for scalable, maintainable design practices.
 - **Internal Websites** - Implemented a version of Explorer-1 tailored to preserve and reinforce JPL's institutional identity across internal portals.
 - **Public Websites** - Extended the design system to public-facing platforms, including:
 - www.jpl.nasa.gov - the primary JPL site fully adopting Explorer-1 components.
 - [JPL 360](#) – UI component design for the Lab's Virtual Tour website
 - [JPL EDU Portal](#) - a specialized education-focused implementation, utilizing the same visual language
 - [Press Kits \(2018-2025\)](#) - mission launch and landing kits leveraging Explorer-1's visual language for cohesion

Freelance Design Consultant | Various Agencies & Partners | 2015 – 2018 | [read more](#)

Collaborated with creative and digital agencies to deliver visual, UI, and UX solutions for global brands. Roles included:

Ignited | Visual UI / UX Design Consultant | El Segundo, CA | Jul 2017 – Jan 2018

Delivered UI, UX, and brand design across web and advertising projects, including the KeVita website redesign,

localized Arclight Cinemas ad campaigns, and rebranding plus interaction design for staffing platform Spur (formerly RoleCall).

Yahoo Inc. | Animation & Design Consultant / Playa Vista, CA / Mar 2017 – Sep 2017

Produced branded motion graphics and illustration for sponsored editorial content, including animated story hubs for Amica, Pillsbury, AARP, and Fidelity, and the Yahoo Finance series “Things They Don’t Tell You About...” presented by Amica.

HOOK Studios | Visual UI UX Design Consultant / Culver City, CA / Sep 2017 – Oct 2017

Designed conceptual UX and brand campaigns for YouTube product initiatives, including a YouTube VR landing experience and a YouTube Monetization awareness campaign simplifying complex policy changes for content creators and MCNs.

POSSIBLE | Senior Visual Design Consultant / Playa Vista, CA / Jul 2016 – Jul 2017

Led senior-level UI and visual design for major agency clients, building scalable, modular UI template systems for Newell Brands (Graco Baby, Sharpie, Baby Jogger, Rubbermaid) and brand-aligned visuals for Sony PlayStation 4 and Mitsubishi.

SaveUrVape | Freelance UI and Package Designer / Gardena, CA / Dec 2015 – Jun 2016

Designed packaging, branding, and digital campaigns to grow product visibility, including Flan-Tastico product packaging and labels and a modular Mailchimp newsletter system for SaveUrVape.

Multi-Disciplinary Designer | Design Consultant (Self-employed) / West Hollywood, CA / Dec 2015 – Dec 2017

Provided independent brand, web, and graphic design services for dozens of small and mid-sized business clients, managing identities from concept through print-production and final delivery.

EARLIER EXPERIENCE | [read more](#)

Clever Creative | Senior Graphic Designer / Venice, CA / Apr 2013 – Nov 2015

Served as senior designer and creative lead for Discovery Family, Warner Bros., Mattel, FremantleMedia, and Zwiift, leading UX/UI development of HydraFacial’s B2B website (W3 Gold Award) and mentoring junior designers and freelancers.

Booz Digital | Interactive Design Consultant / El Segundo, CA / Feb 2012 – Mar 2013

Designed interactive presentation experiences for Microsoft’s marketing division, including a Surface RT tablet experience that enabled hands-on client engagement.

Pixel Ground | Art Director / Gardena, CA / Oct 2009 – Nov 2011

Directed product design, brand creative, and production for Coleman and Left Coast Sports Innovations, including licensed product lines and end-to-end development of safety sports and gait belts.

GibPub | Freelance Illustrator / Hollywood, CA / Jul 2009 – Sep 2009

Illustrated a published full-length children’s book, producing 41 full-page illustrations later featured on outlets including The Children’s Book Review and Goodreads.

Imajimation Studios | 3D Generalist / Culver City, CA / Mar 2007 – Jun 2009

Modeled and rendered 3D environments for animation pipelines supporting overseas production teams, devising efficient large-scale workflows and mentoring junior staff in non-destructive techniques.

FOX 6 / MyTV13 Studios | Graphic Intern / San Diego, CA / Oct 2006 – Dec 2006

Created on-air graphics for local news broadcasts as part of the station’s production team.

AWARDS

Webby Awards | [JPL Virtual Tour](#) Virtual & Remote, Science & Education People's Voice Winner, 2022

Webby Awards | [JPL Website](#) Advertising, Media & PR, Best Use of Earned Media Honoree, 2019

W3 Gold Award | [HydraFacial Website Refresh](#) (Clever Creative), 2015

GDUSA American Web Design Award | Santa Monica YWCA Website Refresh, 2015

GDUSA American Graphic Design Award | Holiday Mailers, 2015

EDUCATION

The Art Institute of California San Diego 2006 | Bachelor of Science (B.S.) in Media Arts and Animation