

MICHAEL BECKER

Art Director · Artist Merchandise & E-Commerce

Greater Philadelphia Area

(215) 630-5992 | mike@mbecker.io

Portfolio: <https://mbecker.io> | LinkedIn: <https://linkedin.com/in/michael-becker>

Professional Summary

Senior hands-on creative with deep experience across brand identity, art direction, digital design, e-commerce, packaging, and consumer products. Builds and improves visual systems from concept through launch, combining strong creative judgment with direct execution across web, print, product presentation, campaigns, and physical goods.

Experience spans established technology companies, licensed collectibles, independent product development, and DTC e-commerce. Particularly effective in roles that need one experienced creative to bring consistency, raise quality, and connect brand thinking to the work customers actually see.

Core Expertise

Brand & Creative

Art Direction · Brand Identity · Visual Systems · Campaign Creative · Graphic Design · Illustration · Brand Standards · Creative QA

Digital & E-Commerce

Web Design · E-Commerce · Shopify · BigCartel · Site Merchandising · Product Presentation · Figma · Adobe Creative Suite · HTML/CSS

Consumer Products & Production

Packaging · Collectibles · Character IP · Merchandise · Product Launches · Vendor/Factory Coordination · Sample Review · Production Oversight · DTC Product Development

Product Design & UX

Product Design · UX/UI Design · 0→1 Product Development · SaaS · Design Systems · Component Libraries · Design Tokens · Prototyping · Interaction Design · Figma

Experience

2018–Present · Remote

Independent / Freelance – *Art Director & Creative Product Designer*

Independent creative practice spanning brand, digital, e-commerce, original character IP, collectibles, packaging, and physical consumer products.

- Lead creative direction and art direction across original character IP, digital art, physical collectibles, packaging, e-commerce, launch creative, and visual storytelling.
- Develop and launch original consumer products including designer toys, plush, sofubi, limited-edition collectibles, packaging, and related merchandise.
- Direct external 3D sculptors and creative contractors against established character, brand, and production standards, managing review cycles through final approval.
- Manage overseas manufacturing relationships for limited-edition products, including specifications, samples, timelines, quality review, and production approvals.
- Design packaging systems, product graphics, launch assets, and supporting digital creative for physical product releases.

- Build and manage Shopify and BigCartel storefronts, including product presentation, merchandising, launch communications, and customer-facing e-commerce experiences.
- Develop brand identities, visual systems, websites, and campaign materials for independent and freelance projects.
- Use AI-assisted creative and development workflows to accelerate concepting, prototyping, production, documentation, and implementation.

2022–2026 · Remote

Pantheon Platform – *Staff Product Designer*

Led visual and brand evolution across a global technology platform, helping align product, marketing, and engineering around a stronger shared creative standard.

- Art directed the visual evolution of Pantheon’s customer-facing digital experience, improving hierarchy, consistency, and overall execution quality.
- Led a company-wide brand redesign that aligned product and marketing visual standards for the first time.
- Established scalable typography, color, component, and interaction standards across customer-facing experiences.
- Partnered closely with engineering to translate creative standards into reusable front-end patterns, contributing to a reported 200% improvement in development efficiency.
- Owned creative QA and visual consistency across product teams, identifying and resolving execution gaps.
- Mentored designers and helped teams apply shared brand and visual standards more consistently.

2018–2022 · Remote

Stone Ridge Technology – *Lead Product Designer*

Owned brand, website, digital product, and visual-system work for a B2B technology company.

- Led a complete company rebrand, including logo, visual identity, brand system, website, and digital product expression.
- Redesigned and art directed the corporate website, supporting stronger organic lead generation and contributing to the close of a \$25M account.
- Created visual and interaction standards that unified product, marketing, and development execution.
- Directed a globally distributed development team on visual quality, responsive behavior, and brand consistency.
- Established repeatable creative review and quality-control practices across product and engineering.

2016–2018 · Remote

Berkadia – *Product Designer / UX Lead*

Helped mature a distributed enterprise design organization through hands-on visual design, team leadership, shared standards, and structured creative review.

- Managed and mentored a distributed design team supporting seven global development teams.
- Designed customer-facing digital experiences while balancing user needs, technical constraints, and business requirements.
- Established the company’s first shared visual and component system to improve consistency across products.
- Introduced structured critique and creative-review practices that improved quality and decision-making across teams.
- Partnered with product, engineering, and business stakeholders to turn complex requirements into clear customer experiences.

2012–2016 · Contract

Mezco Toyz – Art & E-Commerce Director / Community Manager

Led creative presentation, e-commerce, packaging, launches, and collector-facing communications for a direct-to-consumer collectibles company, growing online revenue from zero to approximately \$3M annually.

- Directed creative presentation across e-commerce, packaging, product launches, promotional assets, digital storefronts, and collector communications.
- Art directed launch graphics, web merchandising, packaging, and campaign creative across licensed and original collectible releases.
- Designed and managed the company's e-commerce experience, product presentation, launch cadence, and customer-facing digital systems.
- Built customer communication and community systems where none previously existed, improving customer satisfaction and launch clarity.
- Balanced brand, licensor, commercial, production, and fan expectations across packaging, web, launches, and community response.
- Partnered across creative, product, licensing, operations, and customer-facing teams to move collectible releases from announcement through sell-through.

Education

Pennsylvania State University — Bachelor of Arts, Graphic Design

Core Capabilities

Creative Direction · Art Direction · Brand Strategy · Brand Identity · Visual Systems · Campaign Creative · Graphic Design · Illustration · Packaging · E-Commerce · Consumer Products · Product Launches · Creative QA · Brand Standards · Creative Production

Tools

Adobe Creative Suite · Figma · Shopify · BigCartel · HTML/CSS · Procreate · AI-Assisted Creative Workflows · AI-Assisted Development