

Design Portfolio

Michal (Maiko) Takahashi Huang

A little about me

Designer, creator, healer

I'm a designer with 30 years of experience across a broad range of creative services—from app and web design to impactful graphic and identity design. With a strong background in brand and marketing design, I'm well-versed in developing cohesive design systems and effective marketing campaigns. I genuinely enjoy working as a creative partner to produce designs that deliver real results.

In recent years, my journey has taken a deeply personal turn. After undergoing cancer treatment, I stepped away from the corporate world to focus on healing—both physically and emotionally. During that time, I discovered new passions that have become meaningful parts of my life.

Today, alongside my design work, I'm a certified Reiki practitioner and licensed esthetician, specializing in Japanese head therapy. I blend my creative spirit with a dedication to wellness, helping people find beauty, peace, and healing. I also volunteer as a cancer ambassador, sharing my story to raise awareness and support others facing similar challenges.

Design remains at the core of who I am. It's not just what I do—it's my essence. Whether for commercial clients or volunteer projects, I continue to create with purpose, passion, and heart.

I'm always open to meaningful collaborations—let's connect and explore how we can work together on your next project.



Resume

EXPERIENCE

M Creations

Owner / Principle Designer
2024

Providing design services to a variety of clients from an individual to corporate.

Career break / Cancer treatment

2024

LinkedIn

Staff User Experience Designer
2011 – 2024

GROWTH-CHAMELEON

2020-2024

Design Lead for the internal tool “Chameleon,” which allows non-engineers to customize LinkedIn content, layout, and other components to create a better experience tailored to specific audiences.

INTERNATIONAL-JAPAN

2018-2020

Design Lead, responsible for identifying gaps and issues for international users and creating experiences suited to Japanese audiences. Developed Japan-specific products such as guest landing/sign-up pages, onboarding flows, business card scanners, and more. Worked closely with the Japan GTM team on marketing communication materials.

SUBSCRIPTION

2015-2018

Led the entire experience design for LinkedIn Premium subscribers, from acquisition to post-purchase. Created the Premium design system to differentiate the Premium product from the free tier. Additionally, spearheaded the "My Premium" hack project, which became a real product after pitching it to partners and stakeholders for over a year.

DESIGN SYSTEM

2013-2015

Design Lead for the pattern library for mobile products. Oversaw teams working on apps, identified and developed common design patterns for all products at scale, and advised on design needs and questions related to mobile patterns.

BRAND AND MARKETING

2011-2013

Assisted in building and managing corporate branding for a rapidly growing company worldwide. Collaborated with partner organizations, including PR, product, and marketing teams, to ensure all member-facing materials were consistent and polished. Also managed event materials such as keynote presentations and event branding

Senior Interactive Media Art Director / Creative I - Advertising & Interactive Media

1997 – 2010

Design Lead for the interactive media division. Clients included high-tech companies like HP, Compaq, Palm, NEC, and Commerce One, as well as non-tech clients like First5 of Santa Clara.

Interactive media projects encompassed corporate websites, interactive demos, webcasts, CD design, Flash animation, web banners, and PowerPoint designs.

EDUCATION

Art Academy University / BFA – Advertising
University of San Francisco / BFA - Advertising

LICENSE + CERTIFICATION

Reiki Masters Degree
Japanese Dry Head Spa Therapy Certification
California Esthetician License

REFERENCES

Stephani Lucas www.linkedin.com/in/stephanielucasfortrust/
Efrat Orkin www.linkedin.com/in/efratorkin

More references and design samples available upon request

michalhuang@gmail.com

www.linkedin.com/in/michalhuang

650.906.8927

Premium User Experience Enhancement

Premium user experience enhancement

PROBLEM

- Subscribers not understanding Premium features
- Hard to find Premium features within products in multiple places
- Subscribers don't notice that they are using Premium features even though they are
- Low subscription retention rate

CHALLENGE

- Determine how and when to implement assets - No resources
- Collaborate with other teams
- Educate the internal team the importance of the proper branding

GOALS

- Highlight Premium contents without distracting the users
- Create an additional value for Premium subscribers
- Create Premium branding that subscribers can recognize throughout the product

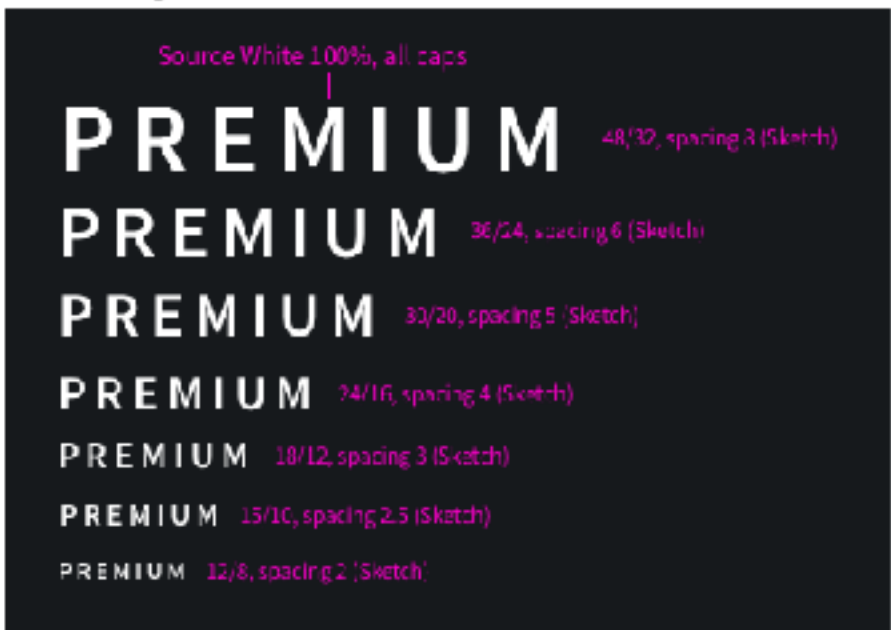
Premium user experience enhancement

Workmark

Light backgrounds



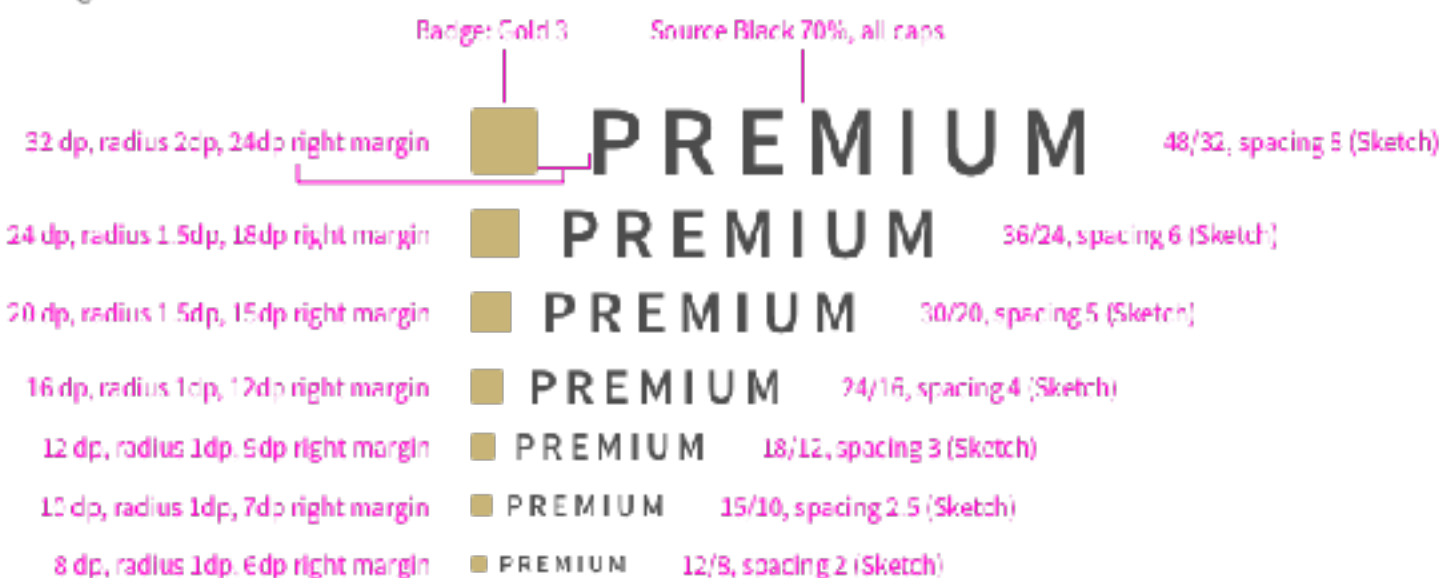
Dark backgrounds



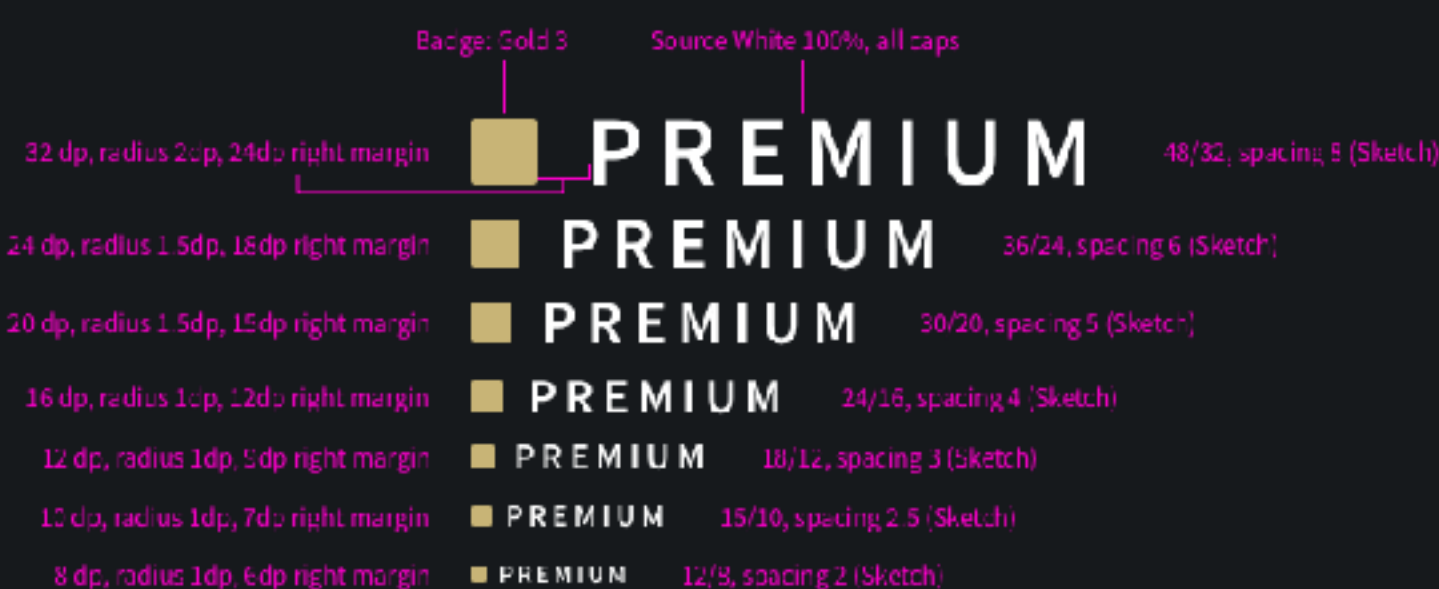
Premium Workmark and badge lockup

Use these lockups throughout products to signify Premium content or up-sells.

Light backgrounds



Dark backgrounds



Profile Badges

Approved LinkedIn (IN)-Badges for use on Premium Member's profiles and related identity assets.
Please use only these approved sizes and do not scale them.

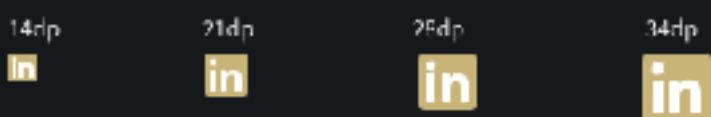
Sizes



Color



Sizes



Color



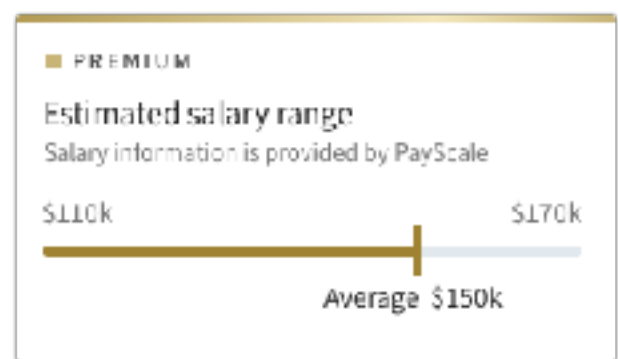
Premium user experience enhancement

Premium highlight gradient

The premium highlight should be used as a branding element at the top of all Premium content cards.



Example



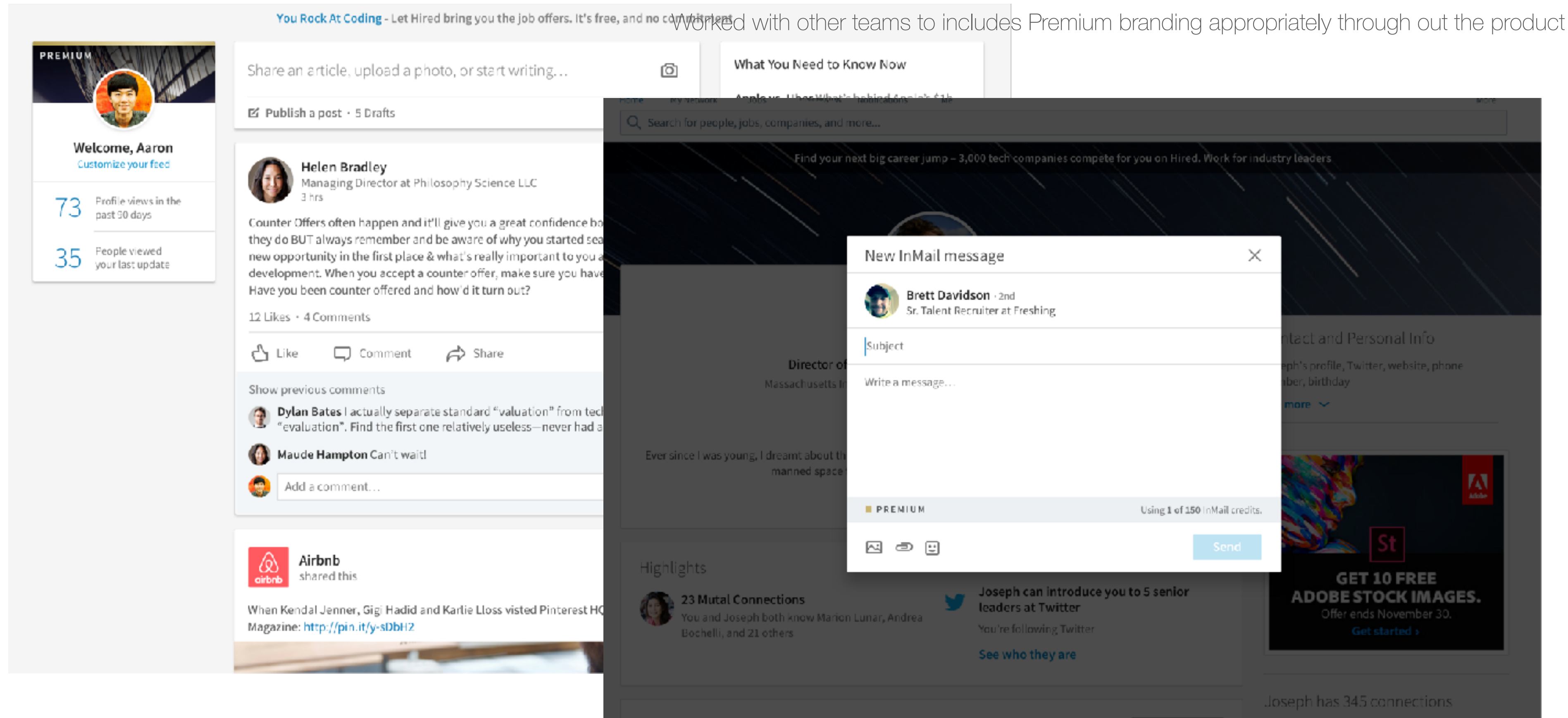
Premium brand colors

Gold and Copper have been added to the core Art Deco color palette for exclusive use in Premium modules, up-sells, email campaigns, and related branding.

GOLD 0	#D140B	COPPER 0	#E12EB
GOLD 1	#4F8BC	COPPER 1	#9E20B
GOLD 2	#DFCE99	COPPER 2	#E7C6C0
GOLD 3	#C8B476	COPPER 3	#DEACA7
GOLD 4	#B29A53	COPPER 4	#C58F8B
GOLD 5	#9F5333	COPPER 5	#B57772
GOLD 6	#8F7730	COPPER 6	#A55763
GOLD 7	#7E5A2C	COPPER 7	#9F5753
GOLD 8	#655927	COPPER 8	#874844
GOLD 9	#50461F	COPPER 9	#6D3733
GOLD 10	#453917	COPPER 10	#5F2A27

Linkedin.com Premium experience with new branding

Worked with other teams to includes Premium branding appropriately through out the product



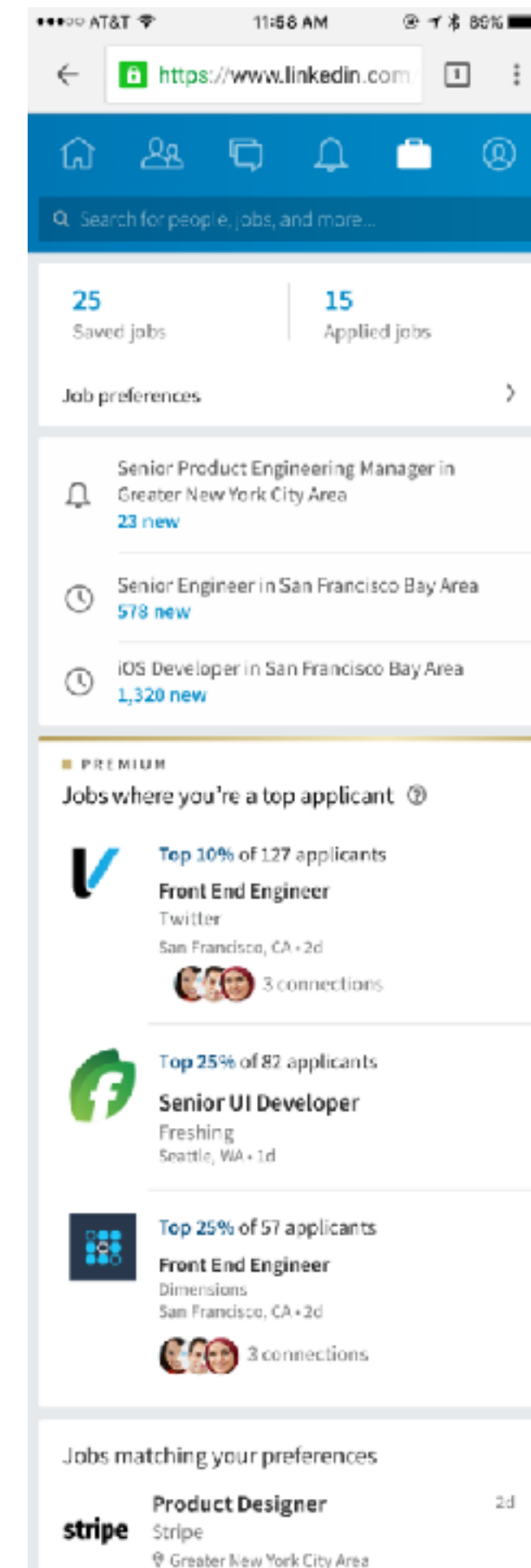
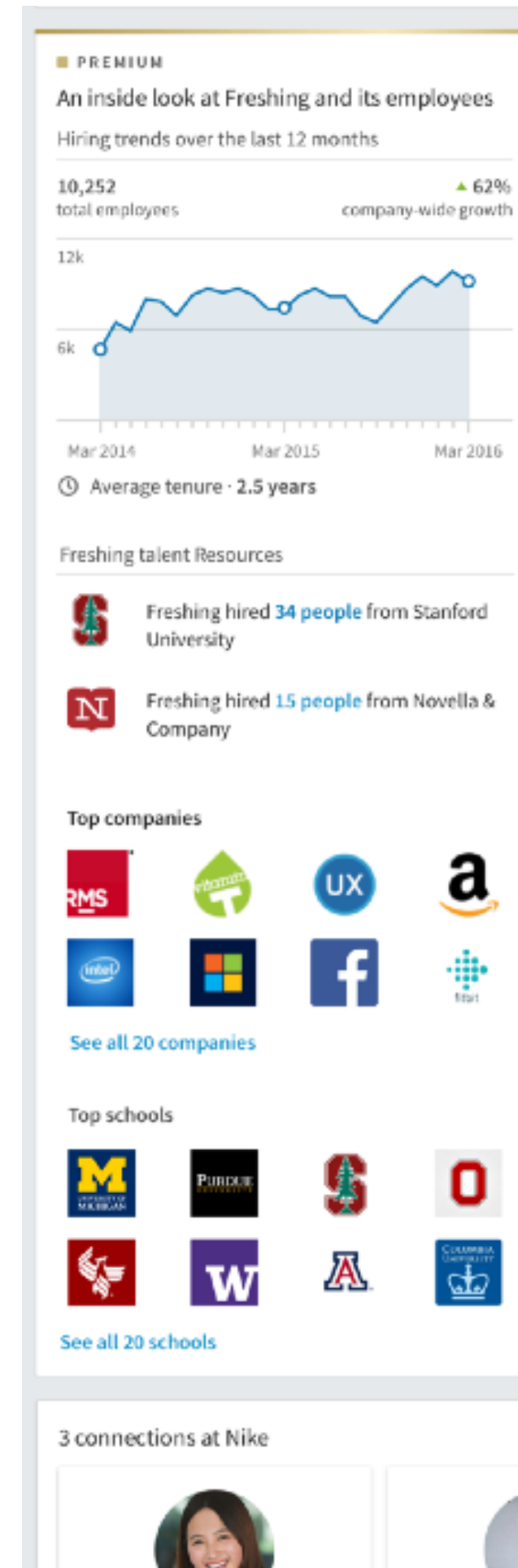
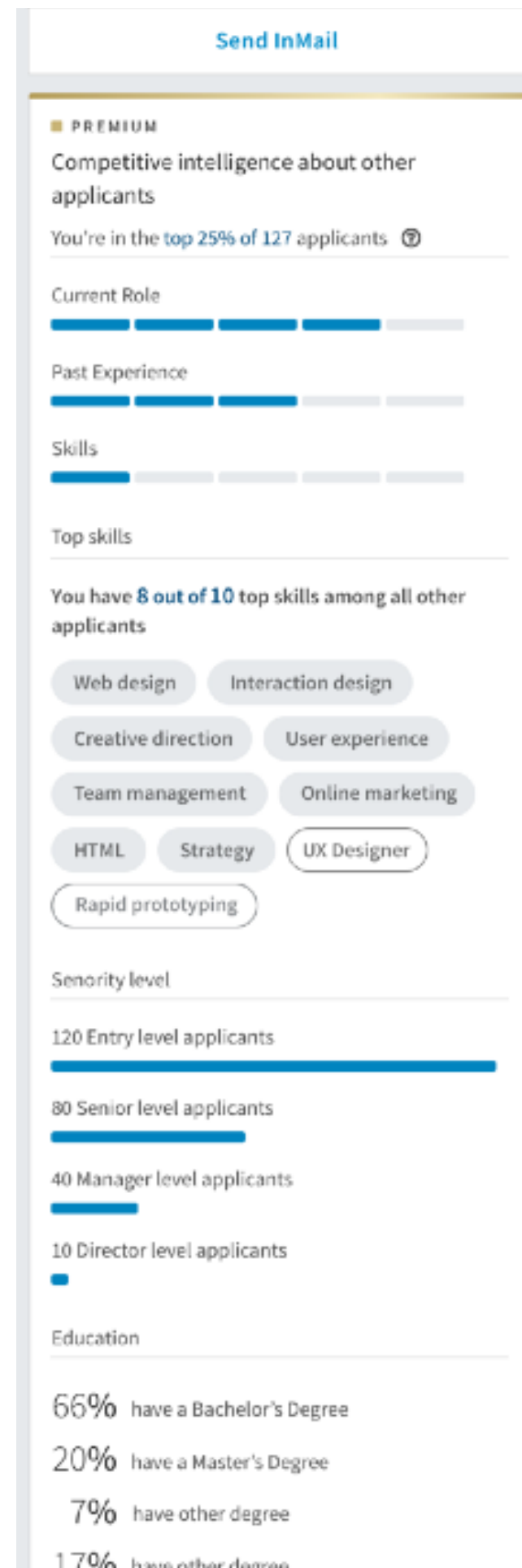
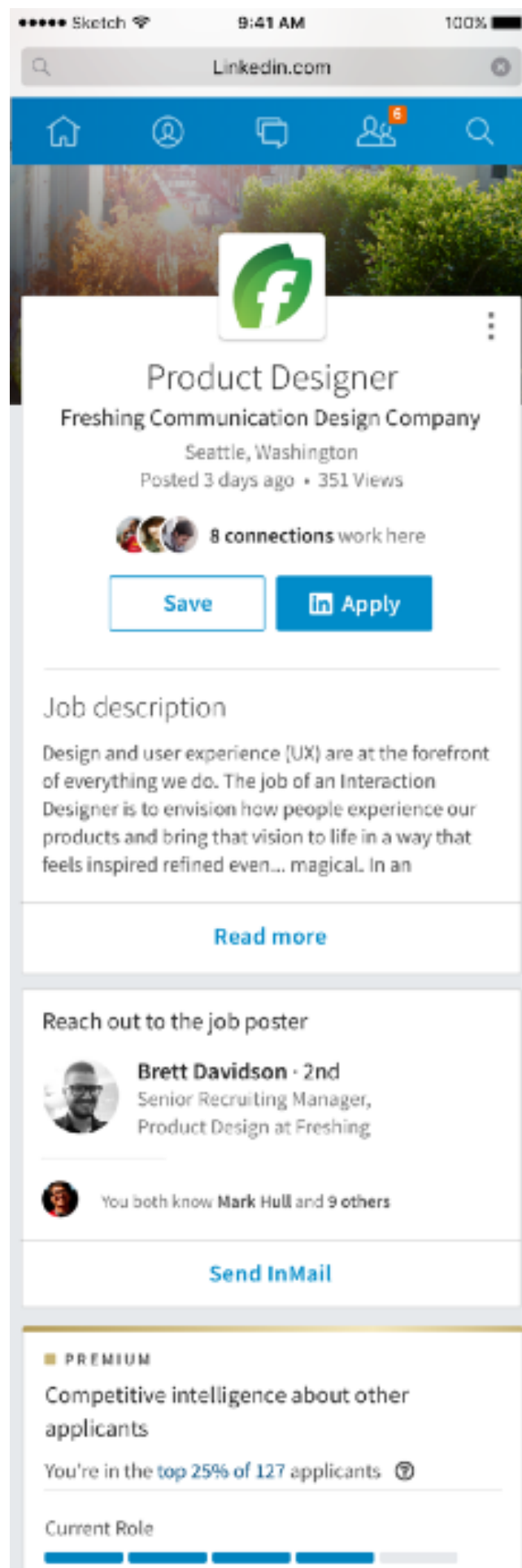
LinkedIn.com Premium experience with new branding

New Premium jobs insight to add an additional value to Premium subscription

The screenshot shows the LinkedIn Premium interface for a job listing. The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, and Me. A search bar is present with the text "Search for people, jobs, companies, and more...". The main content area features a job listing for "Software Engineer" at "Freshing" in "Mountain View, CA". The job was posted 3 days ago and has 361 views. It includes a "Save" button and an "Apply" button. Below the job description, there is a section for "Competitive intelligence about other applicants" showing that the user is in the top 25% of 127 applicants. This section includes a "Job match based on you:" bar chart and a list of skills: Web design, Interaction design, Creative direction, User experience, Team management, Online marketing, HTML, Strategy, UX Designer, and Rapid prototyping. It also shows the user's seniority level (120 Entry level applicants, 80 Senior level applicants, 40 Manager level applicants, 10 Director level applicants) and location (San Francisco Bay area, 142 applicants). On the right side, there is a "People also viewed" section listing other job openings like "Senior Product Designer" and "Product Designer" at various companies.

The screenshot shows the LinkedIn Premium interface for a job listing. The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, and Me. A search bar is present with the text "Search for people, jobs, companies, and more...". The main content area features a job listing for "User Experience Designer" at "Stripe" in "San Francisco, CA". The job was posted 4 days ago and has 21 views. It includes a "Save" button and an "Apply" button. Below the job description, there is a section for "Dropbox talent sources" showing hiring trends over the last 2 years. This section includes a line graph showing the number of employees over time, with a peak in February 2015. It also shows the estimated salary range (\$110k to \$170k) and the average salary (\$150k). On the right side, there is a "People also viewed" section listing other job openings like "Senior Product Designer" and "Product Designer" at various companies.

LinkedIn.com Premium job insights with new branding



My Premium

A hub page that includes all the Premium features and insights as well as an account management capability

MY PREMIUM **EXPLORE PREMIUM**

PREMIUM

Aaron, discover the latest Premium insights – tailored just for you.

Your personalized insights

Jobs where you're a top applicant
Your profile data suggests you'd be a great fit

- Top 10%** of 48 applicants
Senior UI Developer
Freshling
San Francisco Bay Area
- Top 25%** of 26 applicants
Web Developer
Medium
San Jose
- Top 25%** of 35 applicants
Web Developer
BMC Software
San Jose

Who's viewed your profile
You have 65 profile viewers in the past 90 days

- Irene Webb** • 1st
Web developer at Apple
- Joseph Coleman** • 3rd
CEO at Medium
- Kendra Ong** • 3rd
Co-founder of Freshling

[View all 65](#)

InMail™ messages [Buy more](#)
15 credits available
Next grant: 15 credits on June 17, 2016

Your Premium features
Premium Business includes:

- 15 InMails per month
- Who's viewed your profile
- Unlimited search
- business insights
- Open profile
- Jobs and applicant insights
- Featured applicant
- LinkedIn Learning

Premium profile settings

Billing information
Your next payment will be billed on June 17, 2016

Manage Premium account
You're currently on a free trial until June 17, 2016

Other LinkedIn products
[Sales Solutions](#)
[Talent Solutions](#)

Enjoying My Premium?
We'd love to hear from you – what else would you like to see on this page?

[Send feedback](#)

Tips and resources
By subjects

- Deadly earthquake hits Mexico, US revives H-1B premium processing**
- Another big hurricane slams the Caribbean, Amazon's next target: bocce**
- Hulu hits Netflix where it hurts, Don't expect a big raise next year**

Explore Premium
Make the most of your LinkedIn Premium features.

- [Find people and get found](#)
- [Get the inside scoop](#)
- [Learn something new](#)

Premium quickstart
Discover how to get the most out of using LinkedIn Premium subscription.
VIDEO | 2m:58s

LinkedIn Learning courses recommended for you

MY PREMIUM **EXPLORE PREMIUM**

Find people and get found **Get the inside scoop** **Learn something new**

Advance your career with LinkedIn Learning courses
Discover and develop the most in-demand skills for your next career move with LinkedIn Learning – now free with Premium Career. Master the latest business, tech, and creative skills with on-demand courses taught by industry experts.

Explore courses picked just for you, based on your profile.
[See my recommendations](#)

Public Speaking Fundamentals
By: Laura Bergels
1h 3m left • Skills: Public Speaking, Communication

Personal Finance Fundamentals
By: Jana Barrett
1h 25m • Skills: Personal Finance

Trending LinkedIn Learning topics

- Business Skills
- Marketing
- Management and Leadership
- Data Science
- Project Management
- Software Development
- Business Software
- Graphic Design

InMail™ messages [Buy more](#)
15 credits available
Next grant: 15 credits on June 17, 2016

Manage Premium account
You're currently on a free trial until June 17, 2016

Billing information
Your next payment will be billed on June 17, 2016

Premium profile settings

Other LinkedIn products
[Sales Solutions](#)
[Talent Solutions](#)

Enjoying My Premium?
We'd love to hear from you – what else would you like to see on this page?

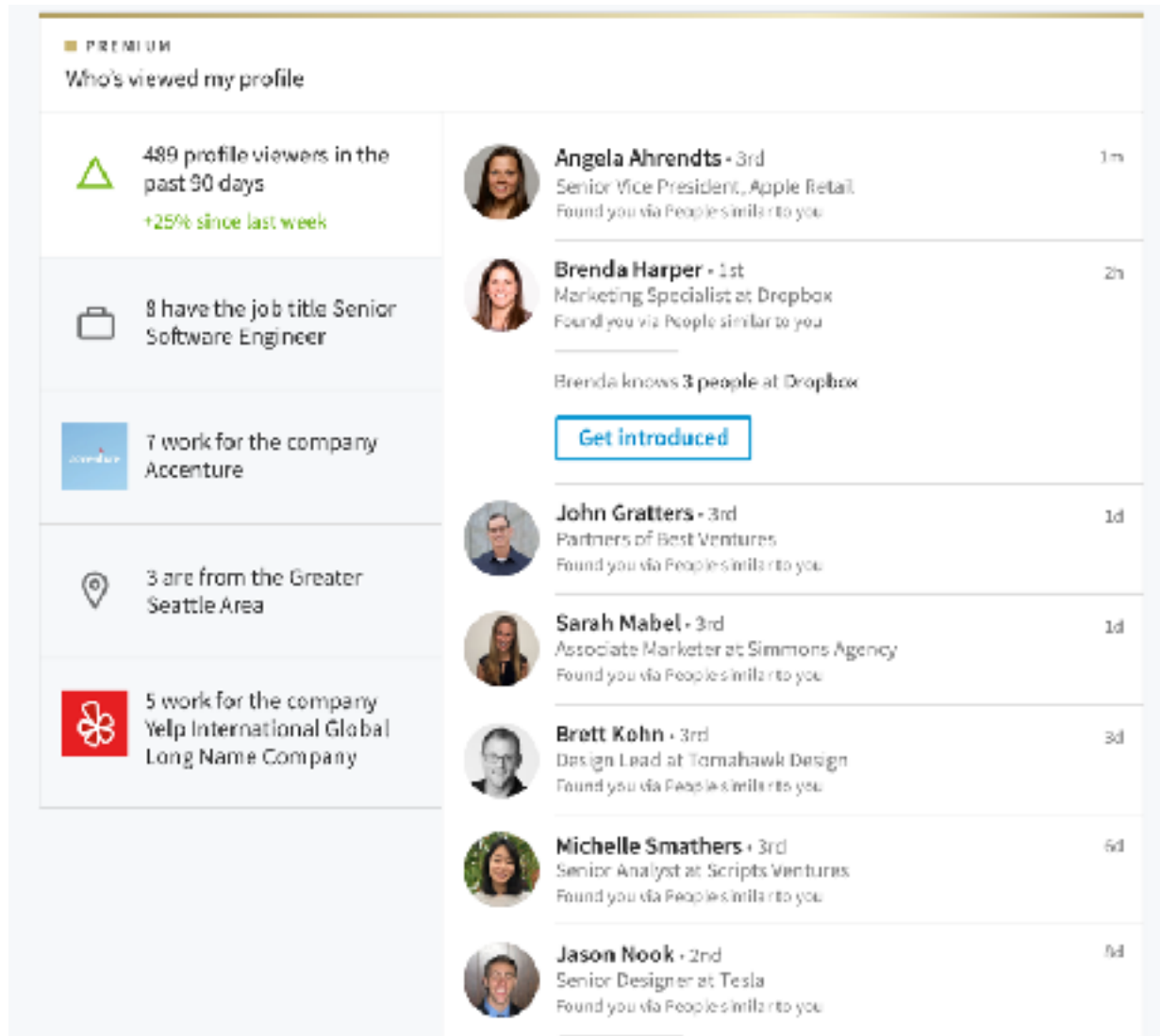
[Send feedback](#)

LinkedIn Corporation © 2017 [User Agreement](#) [Privacy Policy](#) [Ad Choices](#) [Community Guidelines](#) [Cookie Policy](#) [Copyright Policy](#) [Send Feedback](#)

Who's Viewed Your Profile Redesign

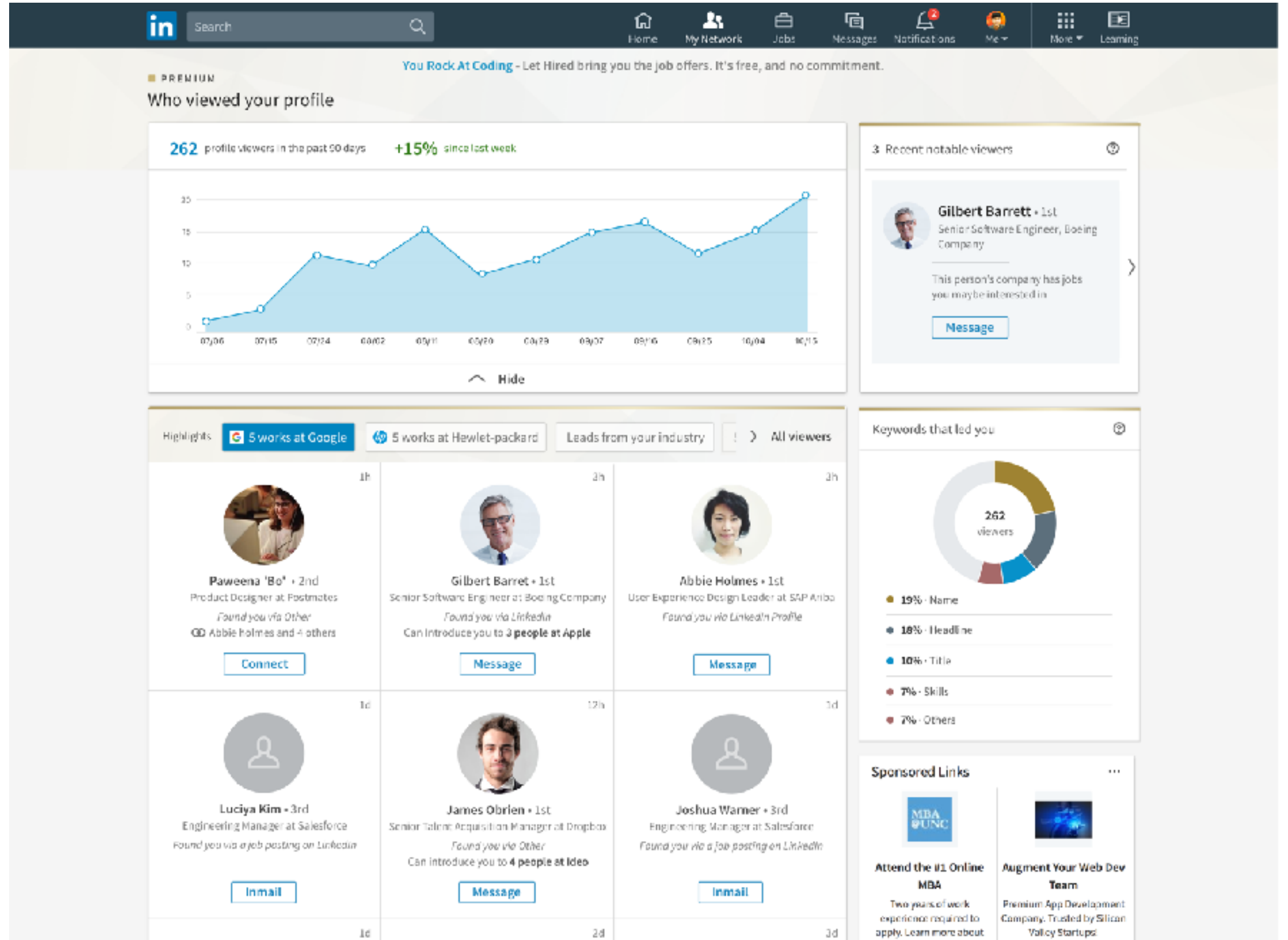
Redesign of the most popular Premium feature with new additional insights and analytics

Original



The original interface shows a list of viewers on the right and summary statistics on the left. The summary statistics include: 489 profile viewers in the past 90 days (+25% since last week), 8 have the job title Senior Software Engineer, 7 work for the company Accenture, 3 are from the Greater Seattle Area, and 5 work for the company Yelp International Global Long Name Company. The list of viewers includes: Angela Ahrendts (3rd, Senior Vice President at Apple Retail), Brenda Harper (1st, Marketing Specialist at Dropbox), John Gratters (3rd, Partners of Best Ventures), Sarah Mabel (3rd, Associate Marketer at Simmons Agency), Brett Kohn (3rd, Design Lead at Tomahawk Design), Michelle Smathers (3rd, Senior Analyst at Scripts Ventures), and Jason Nook (2nd, Senior Designer at Tesla).

New



The new interface features a top navigation bar with the LinkedIn logo, search bar, and links to Home, My Network, Jobs, Messages, Notifications, Me, More, and Learning. Below the navigation bar is a banner for 'You Rock At Coding' with the text 'Let Hired bring you the job offers. It's free, and no commitment.' The main section is titled 'Who viewed your profile' and shows 262 profile viewers in the past 90 days (+15% since last week). A line graph displays the viewer count over time from 07/06 to 10/15. Below the graph are tabs for 'Highlights' (5 works at Google, 5 works at Hewlett-Packard), 'Leads from your industry', and 'All viewers'. The 'All viewers' tab is selected, showing a grid of viewer profiles with their names, job titles, and companies. Each profile has a 'Connect' or 'Message' button. The grid includes: Paweena 'Bo' (2nd, Product Designer at Postmates), Gilbert Barret (1st, Senior Software Engineer at Boeing Company), Abbie Holmes (1st, User Experience Design Leader at SAP Ariba), Luciya Kim (3rd, Engineering Manager at Salesforce), James Obrien (1st, Senior Talent Acquisition Manager at Dropbox), and Joshua Warner (3rd, Engineering Manager at Salesforce). On the right side, there is a section for 'Recent notable viewers' featuring Gilbert Barrett (1st, Senior Software Engineer at Boeing Company) with a 'Message' button. Below this is a section for 'Keywords that led you' with a donut chart showing the distribution of keywords: 19% Name, 18% Headline, 10% Title, 7% Skills, and 7% Others. At the bottom right, there is a 'Sponsored Links' section with two links: 'Attend the #1 Online MBA' and 'Augment Your Web Dev Team'.

International Experience

Japanese guest landing page

The guest page with the suitable images and additional information for Japanese market

Linked in

すでにユーザーの方はログイン | [Sign in](#)

人とつながる、未来につながる

職場でひらけるビジネス特化型SNS

氏名: 姓 名前

フリガナ: (姓) (名) (姓) (名)

メールアドレス:

パスワード: (6文字以上)

[ユーザー登録 \(無料\)](#)

ユーザー登録により、LinkedInの利便機能、プライバシーポリシー、Cookieポリシーに同意しらのとみなされます。

人とつながる

どんどん広がる、仕事に役立つネットワーク

情報につながる

今知りたいた、知っておきたい情報がここにある

未来につながる

スキルアップで広がる、未来の可能性

新しい仕事のしかた、みつけよう

この前、名刺交換をした人の仕事についてもっと知りたい。学校の先輩が、たしかあの企業に就職したはず。今日の打ち合わせ前に、クライアントのことを勉強したい。

LinkedInにあるのは、例えばこんなときに役立つ情報です。まずは、はじめてみませんか？

使い方がいろいろ、LinkedIn活用法

みつきたい人や会社をカンタン検索

私どもの打ち合わせの前に、相手の仕事の内容を再確認したり、貴方の会社の最新ニュースをチェックできれば安心です。会社名、名前、所属団体、卒業校など、さまざまな条件から、みつきたい相手に簡単に検索できるのもLinkedInの魅力です。

オンライン講座でスキルアップ

世界中のエキスパートが提供する授業を、いつでもどこでも見ることが出来るLinkedInラーニング。リーダーシップ理論や交渉術、いまさら聞けないベネシタなソフトウエアの使い方で10,000以上の多彩なコースから学べます。

分析ツールで自分を再発見

「自分の投稿を見たのはどんな人か」「プロフィールの掲載が効果的だったきっかけはなんだろう」など、さまざまな分析ができるLinkedInインサイト。もっと自分を上手に紹介できるようになるためのヒントを見つけませんか？

気軽に、直接メッセージ

つながりがない相手や会社にも、直接コンタクトできるLinkedInのメッセージ機能。調査や新規ビジネスの依頼も簡単で、返事がもらいやすいのも大きな利点。連絡先がわからなくなった昔の知り合いにもメッセージが送れます。

LinkedIn編集部のおすすめ記事

「自分の時間価値」を意識する時代が来た！
村山 悠

今さら聞けないビジネスで使うSNSの基本
LinkedIn JAPANコラム

今すぐできる、働き方改革
LinkedIn JAPANコラム

ビジネスで話題のニュースを毎日ナナム読み

トヨタ、Ustreamでライブ配信の作業員、随分々学生の新入社員人気第一
LinkedIn編集部 今日の話題トピックス

東京では最新の自動運転タクシー試験、40代女性の駅通が急増 ほか
LinkedIn編集部 今日の話題トピックス

激しくなるほど自社の強み、アイデアを出しているか？ ほか
LinkedIn編集部 今日の話題トピックス

戦略は「Better」でなく「Different」を証明す、「焼肉料全4割下がる」の裏技
LinkedIn編集部 今日の話題トピックス

企業にしない「ら」はF&Gが九割でO
LinkedIn編集部 今日の

LinkedInラーニング 人気のコース

長い雇用関係を築くには
講師: Brenda Bailey-Hughes
1時間 2分 30秒

社内改革をスムーズに進めるには
講師: Britt Aronsson
1時間 44分 23秒

上司と良い関係を築くには
講師: Rozetta Mattson
1時間 2分 18秒

人脈の広げ方
講師: David Clark
29分 48秒

優れた働き手は
講師: Brenda Bailey
1時間 12分 36秒

LinkedIn会社概要

会社名
Microsoft
代表取締役社長
Satya Nadella
所在地
本社 アメリカ カリフォルニア州 サンノゼ
日本支社 東京都千代田区
創設
2003年

LinkedIn (リンクedin)
Microsoft (マイクロソフト)
LinkedIn (マイクロソフト)
LinkedIn (マイクロソフト)
LinkedIn (マイクロソフト)

同僚を見つけよう

LinkedIn ヘルプ | プライバシー | 会社概要 | プレス | ブログ | 採用情報 | お問い合わせ

LinkedIn プラットフォーム
Learning | 企業 | 個人 | 教育 | 医療 | 法律 | 人権と多様性

LinkedIn プラットフォーム
Learning | 企業 | 個人 | 教育 | 医療 | 法律 | 人権と多様性

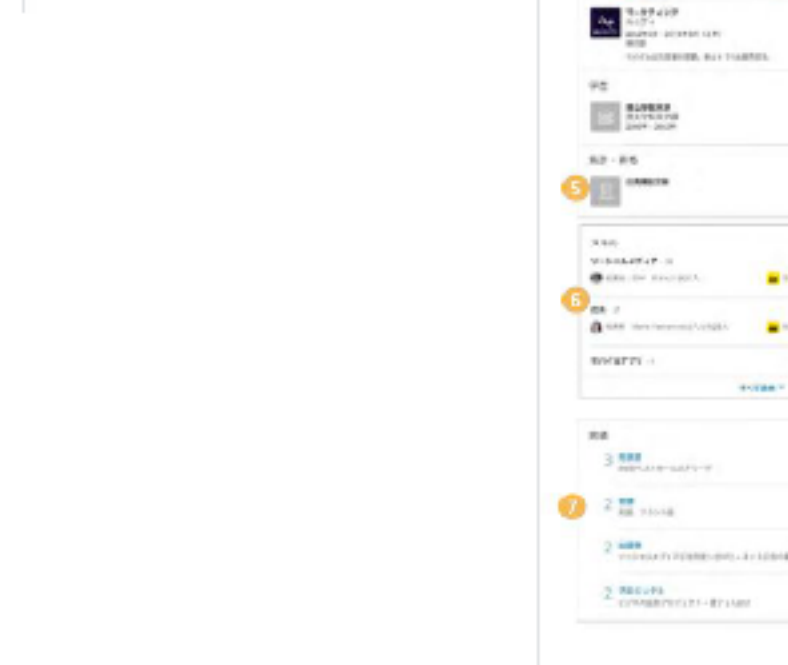
LinkedIn プラットフォーム
Learning | 企業 | 個人 | 教育 | 医療 | 法律 | 人権と多様性

LinkedIn プラットフォーム
Learning | 企業 | 個人 | 教育 | 医療 | 法律 | 人権と多様性

[無料でユーザー登録](#)

Japanese user guidebook

An extensive user guide on how to make the most out of LinkedIn for Japanese audiences



Japanese talent solution collateral

Talent solution sales material, specific to Japanese audiences

LinkedIn Talent Solutions

リンクトインの タレントソリューションズ

世界中のネットワークを活用して人材に関する課題を解決



ビジネスで使うSNSはリンクトイン

ビジネスに特化したリンクトインでは、朝の5分で読みとめ読みできる今日の厳選ニュースから、世界中のビジネスリーダーの声まで幅広く情報を収集することができます。

さらに仕事でお付き合いのある方とリンクトインでつながれば、名刺交換だけでは得られない情報がすぐあなたの目の前に。取引先や同僚への理解が深まり、コミュニケーションも加速します。

リンクトインでは法人向けのソリューションも多数提供しております。今回は企業の人材課題を解決するタレントソリューションズをご紹介します。

Vision

Create economic opportunity for every member of the global workforce

世界で働くすべての人のために、経済的なチャンスを創り出す



リンクトインタレントソリューションズ

世界/日本最大規模の人材データであなたの課題を解決します



PLAN 計画
フューリングに頼らない人事計画の策定

HIRE 採用
潜在的な候補者の心にひびくアプローチ

DEVELOP 組織開発
社員の手書きレビューとスキル向上を促進する仕組みづくり

ENGAGE 組織改善
組織の健康状態を可視化。リアルタイムでチェック

リンクトインタレントソリューションズ 人材計画~採用

人材のプロとして欲しい情報を瞬時に獲得

PLAN 計画

- 競合はどこから採用しているのか？
- 自社の人材はどこから獲得でき、どこに流出しているのか？
- 欲しい人材はどこにいるのか？どこで学校から卒業して、どの会社で働いているのか？
- 人材の観点でどこに新拠点を構えたら良いのか？

LinkedIn Talent Insights
6.75億人のデータを使って多様な角度からレポートを作成するツールです。人材採用戦略・採用ブランディング・新拠点設立の検討・競合分析等に活用できます。



HIRE 採用

欲しい人材に自社の魅力を発信し、ダイレクトにアプローチ

- 世界/日本最大規模の人材プールへの魅力の発信、スカウトが可能
- 即戦力のある学生から役員レベルまで幅広く豊富な人材にリーチ
- 登録6年以上の方が80%以上（日本）
- AI、機械学習で採用、採用ブランディングをもっとスマートに

リンクトインタレントソリューションズ 人材エンゲージメント

ENGAGE 組織改善



GLINT
GLINTはリアルタイムのエンゲージメント調査を通じて企業組織の健康状態を測定し改善することを支援するために2013年に創設され、2018年にリンクトイングループの一員となりました。

組織に関するノウハウとテクノロジーを融合したソリューション

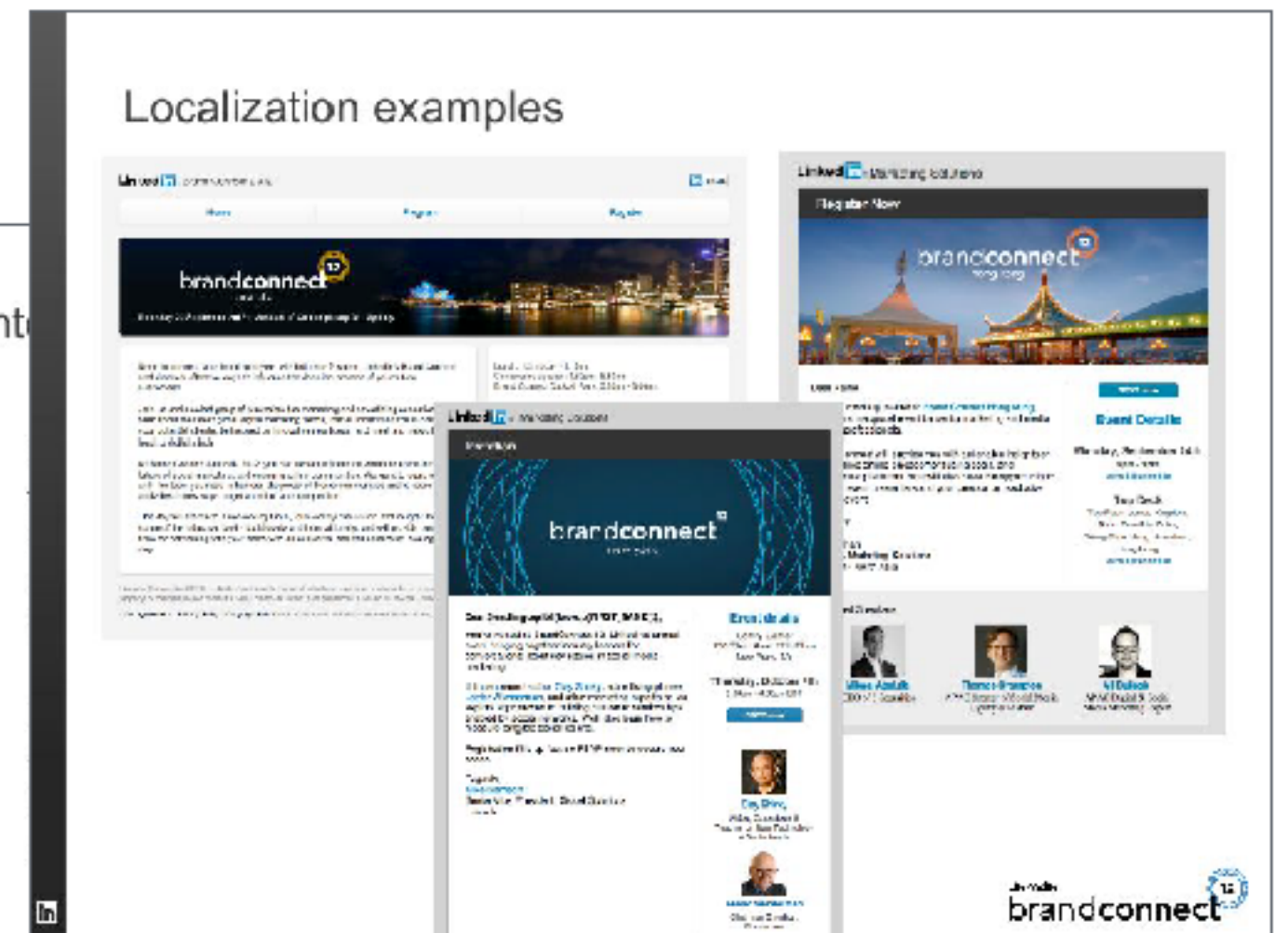
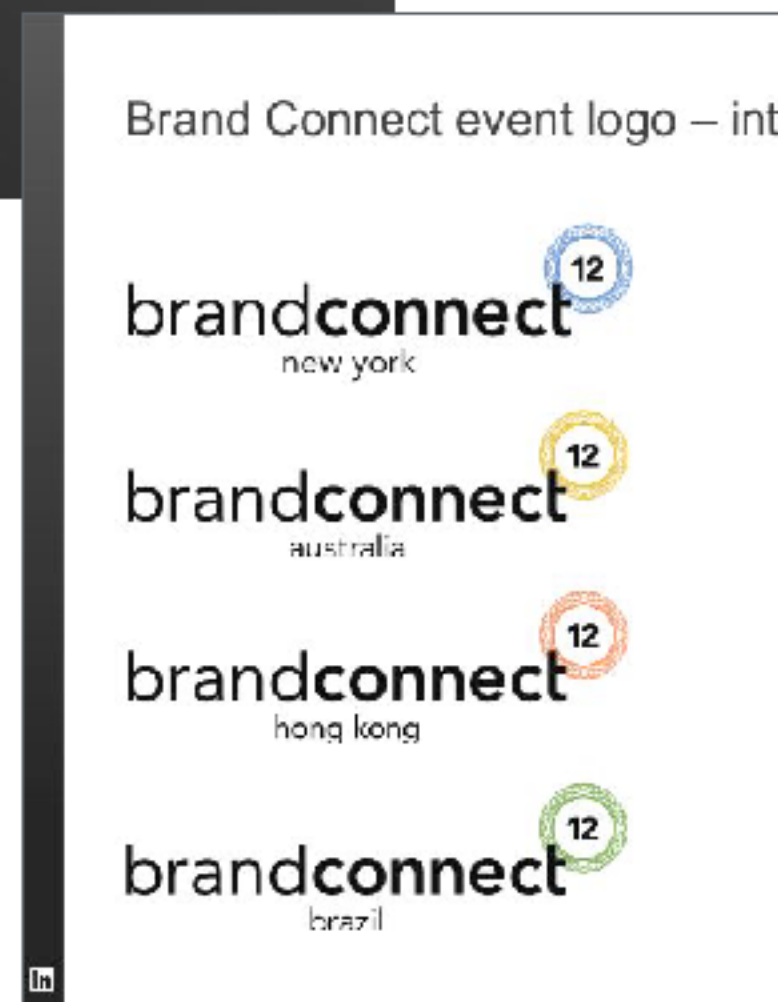
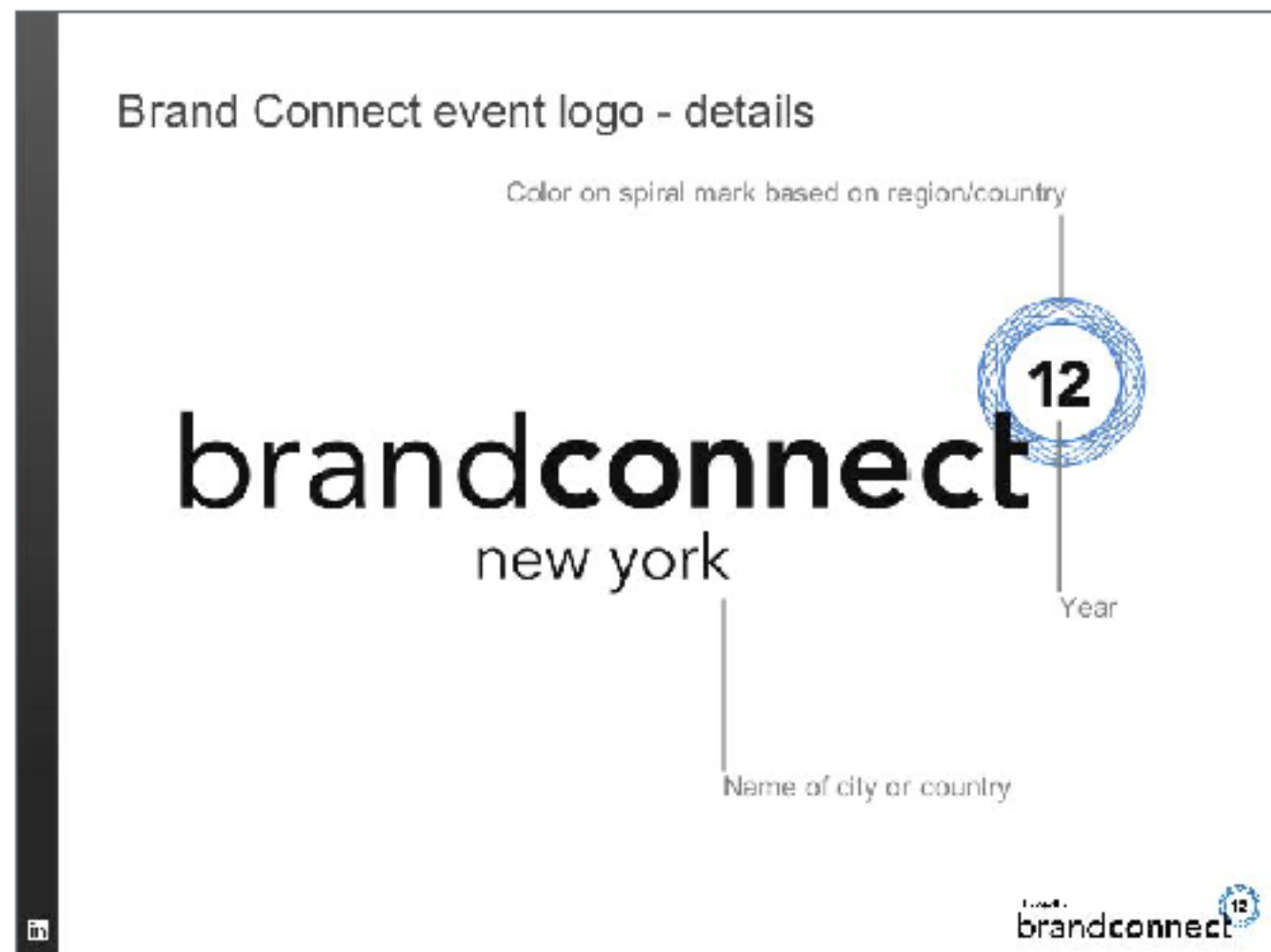
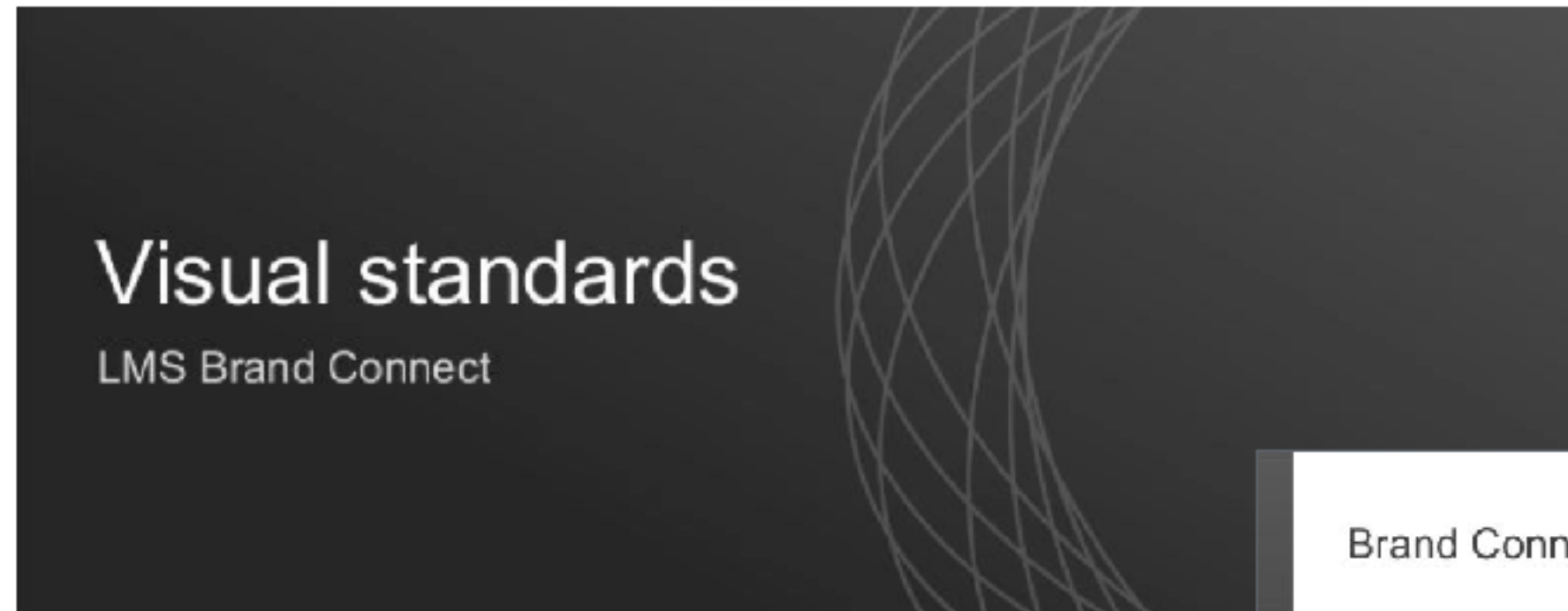
ビジネス課題をヒアリングしてサービス内容、頻度等の設計をサポート	最新のグローバルアイエンティストの調査によるシステム設計	AIによる組織課題の分析、追跡	各レイヤーのマネージャー向けに即時に示すためのアクションを提案
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Event Branding

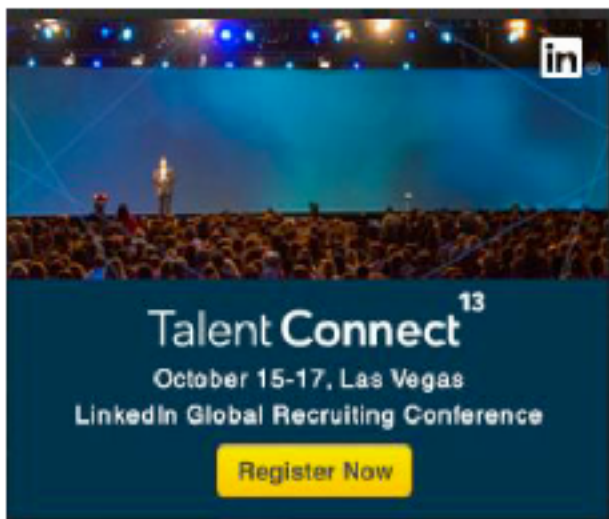
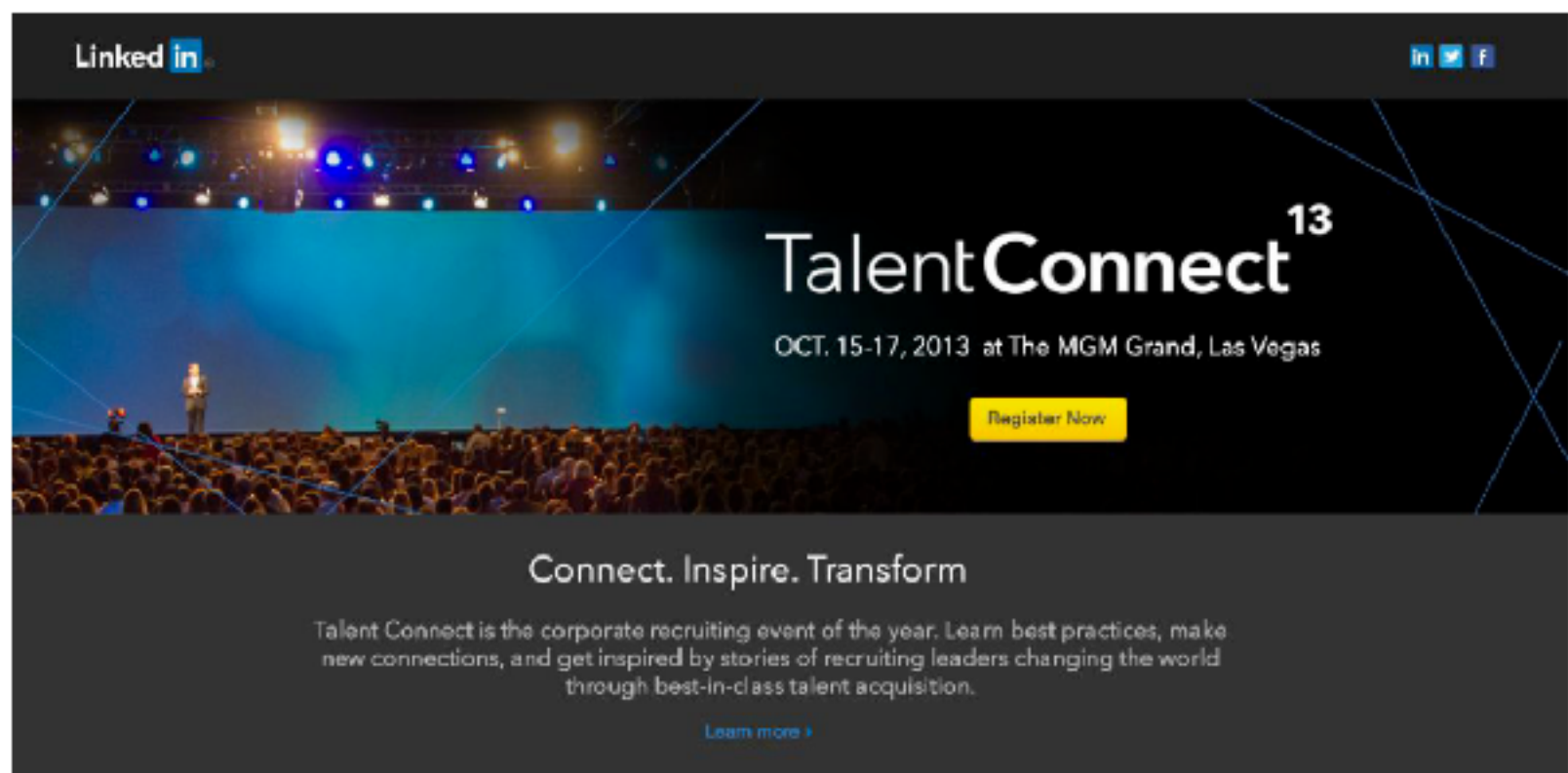
LinkedIn Connect events branding

Brand guideline and other event related materials including keynote presentations



LinkedIn Connect events branding

Brand guideline and other event related materials including keynote presentations



This logo should always be used with the LinkedIn logo somewhere in the design.

Main logo
Suitable for all materials

Talent Connect¹³

Logo with TC
Suitable for give away materials

TC Talent Connect¹³

TC only with and without texture
Used at the event as design elements

TC¹³ TC¹³

TALENT SOLUTIONS

Logos

Pure Elements

Natural stone and crystal, handmade crafts retail store



PURE ELEMENTS

UPLIFT YOUR SPIRIT + BODY



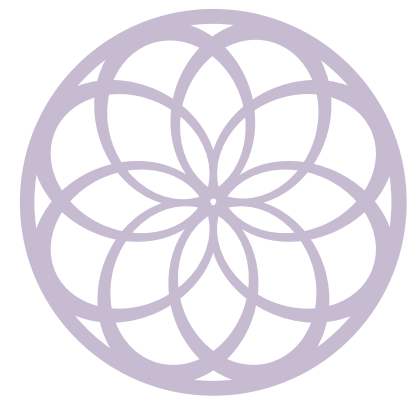
Other logos



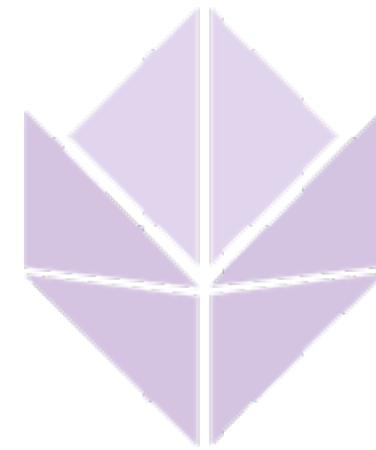
KOKORO's DELIVERY



Other logos

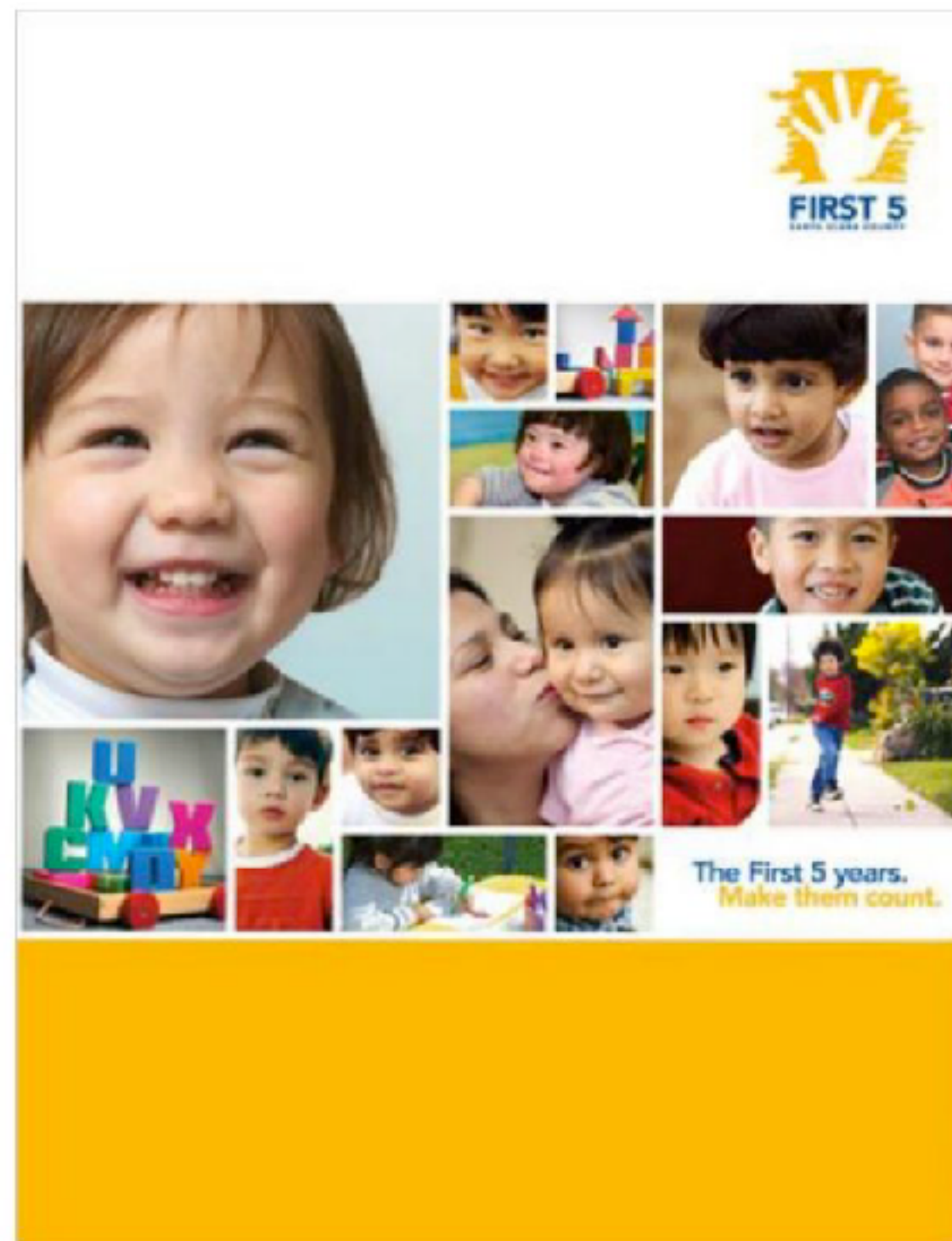


IYASHI SPA



First 5 Santa Clara logo and collaterals

Brand guidelines and collateral for First 5 Santa Clara, including a photoshoot and an image library for all commercial uses



Thank you

Michal (Maiko) Takahashi Huang
michalhuang@gmail.com
650.906.8927