

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

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
Art Therapy Certification

REFERENCES

Stephanie Lucas www.linkedin.com/in/stephanielucasfortrust/
Efrat Orkin www.linkedin.com/in/efratorkin
More references and design samples available upon request

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www.linkedin.com/in/michalhuang

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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

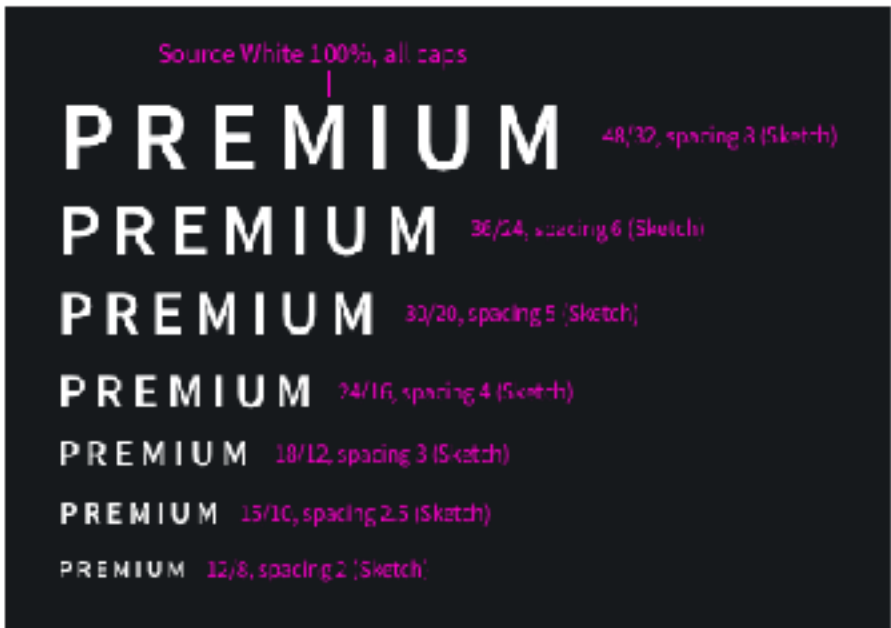
Premium user experience enhancement

Workmark

Light backgrounds



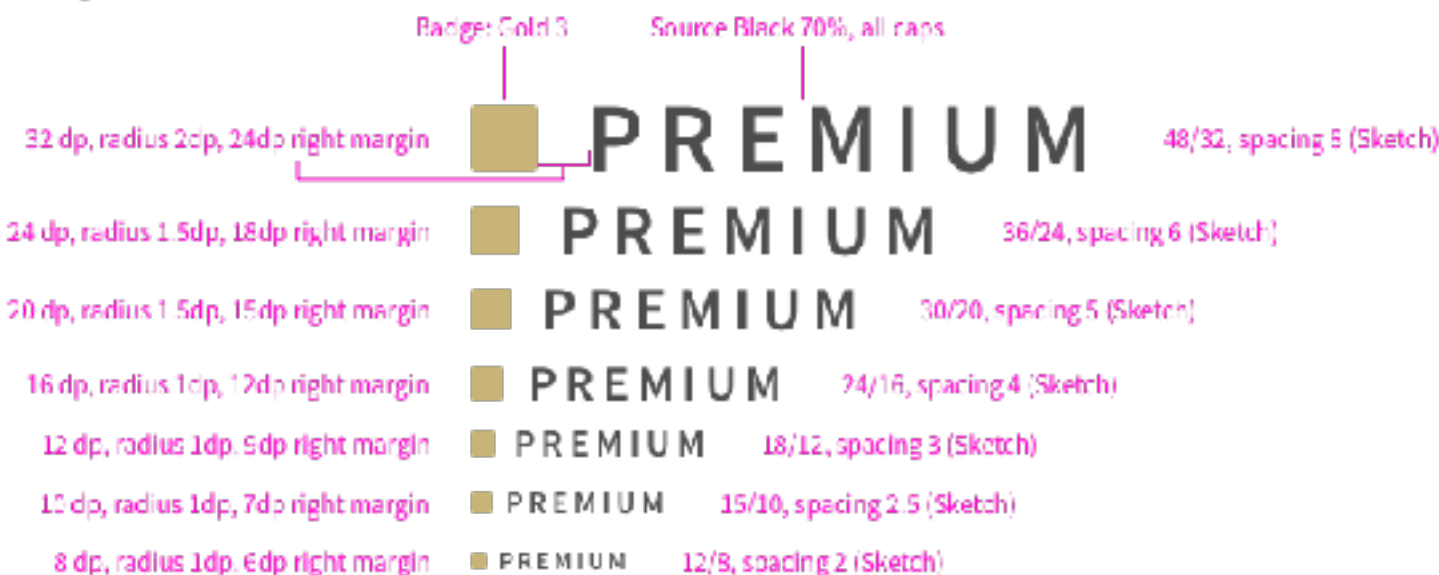
Dark backgrounds



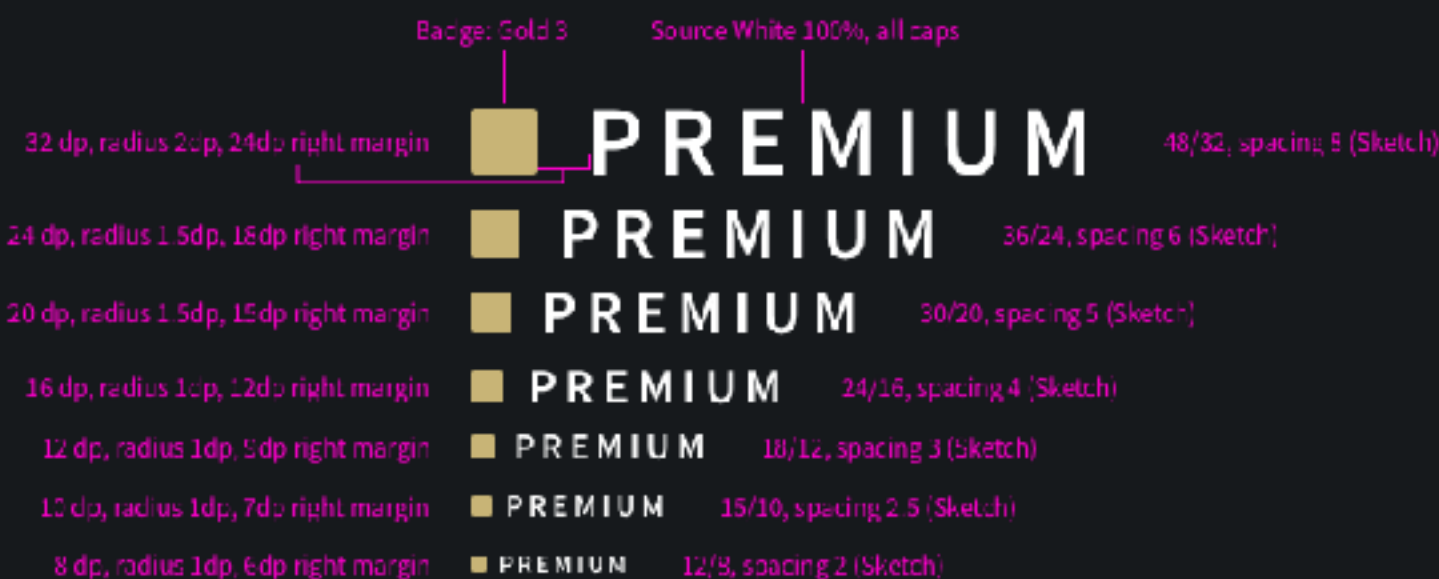
Premium Workmark and badge lockup

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

Light backgrounds



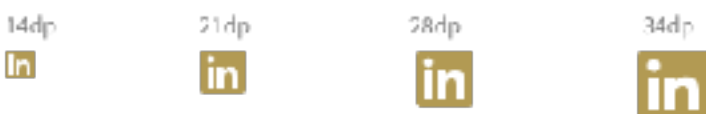
Dark backgrounds



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



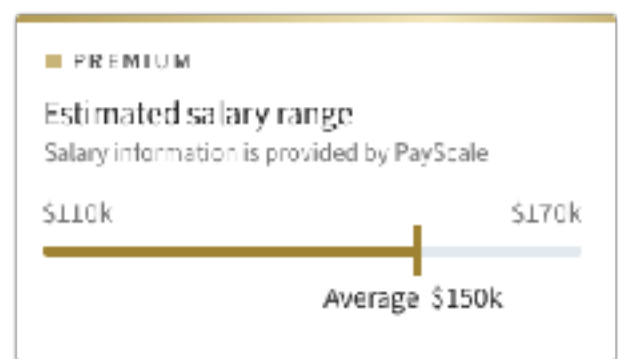
Premium user experience enhancement

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

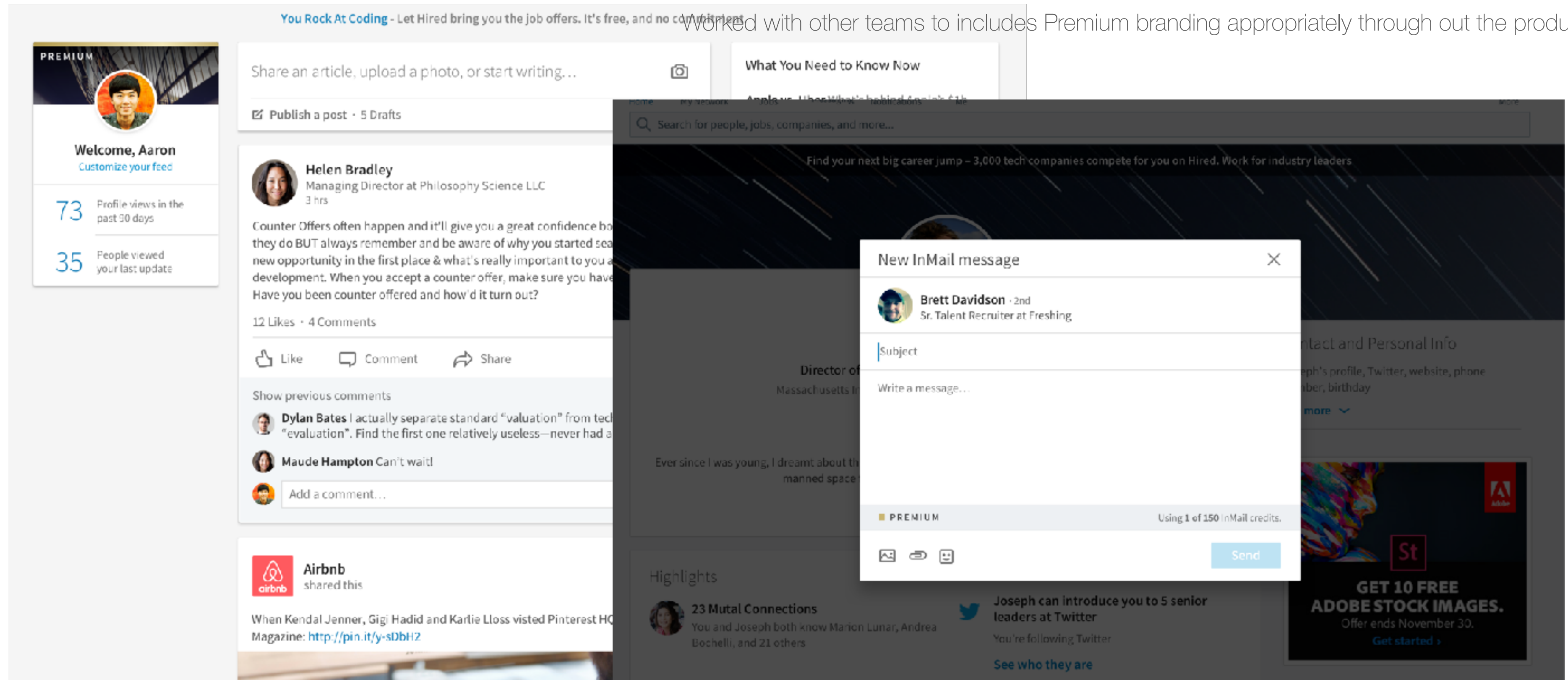
Gold and Copper have been added to the core Art Deco color palette for exclusive use in Premium modules, up-sells, email campaigns, and related branding.

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

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



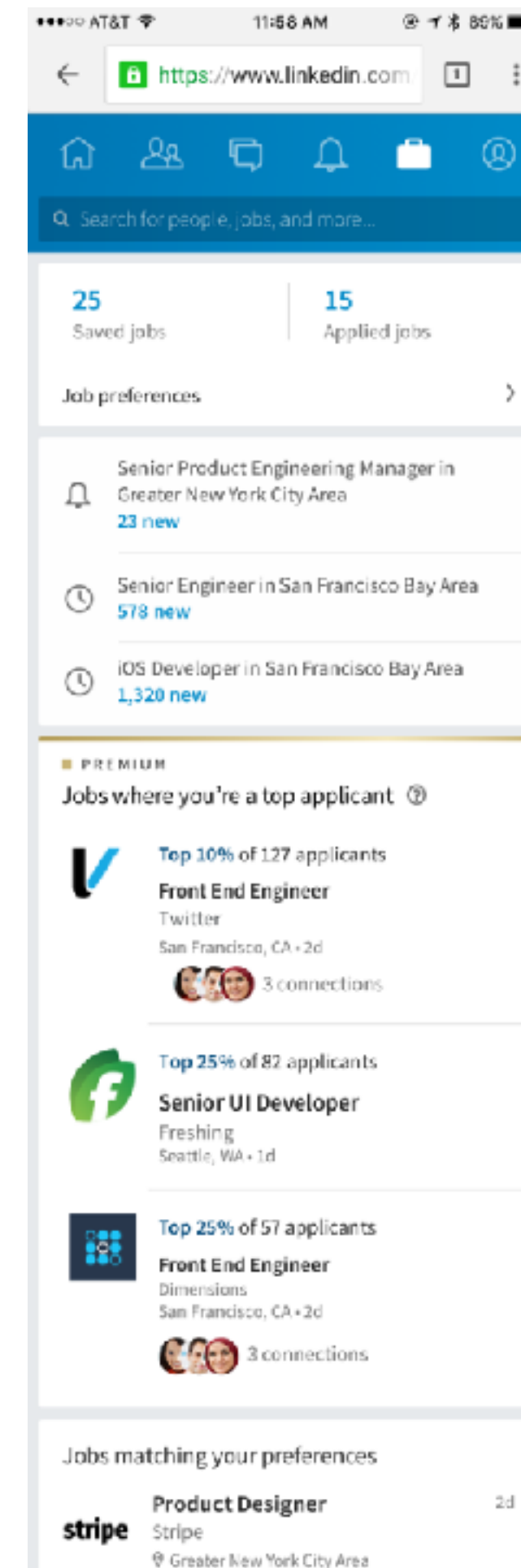
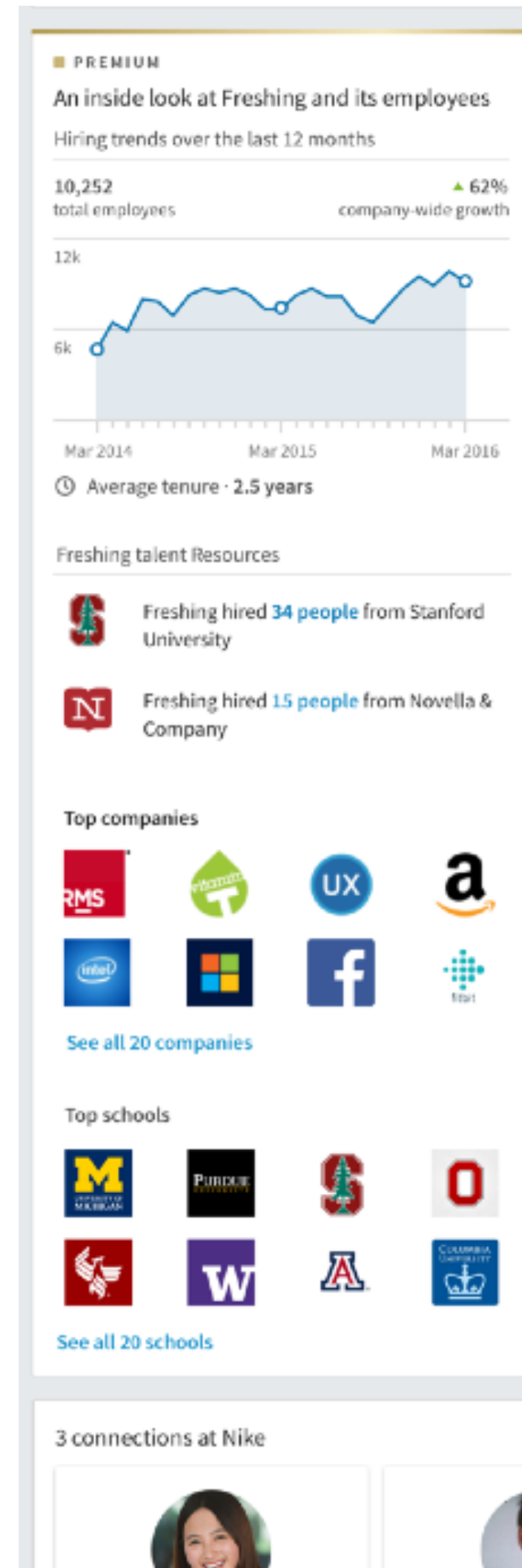
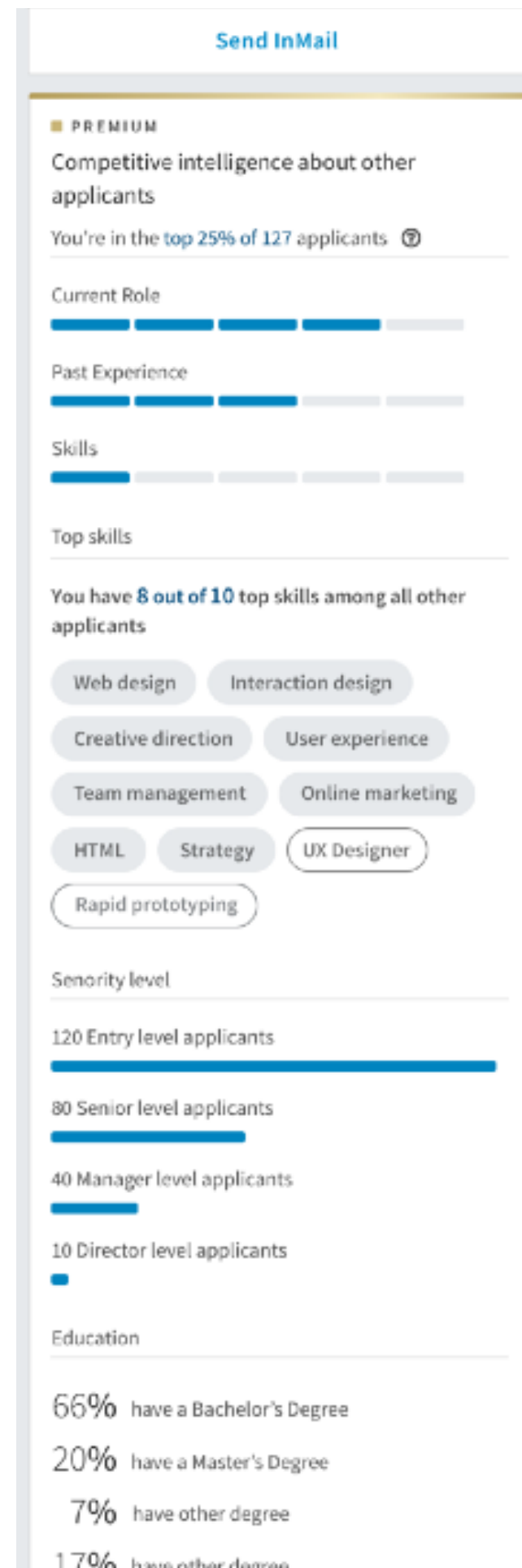
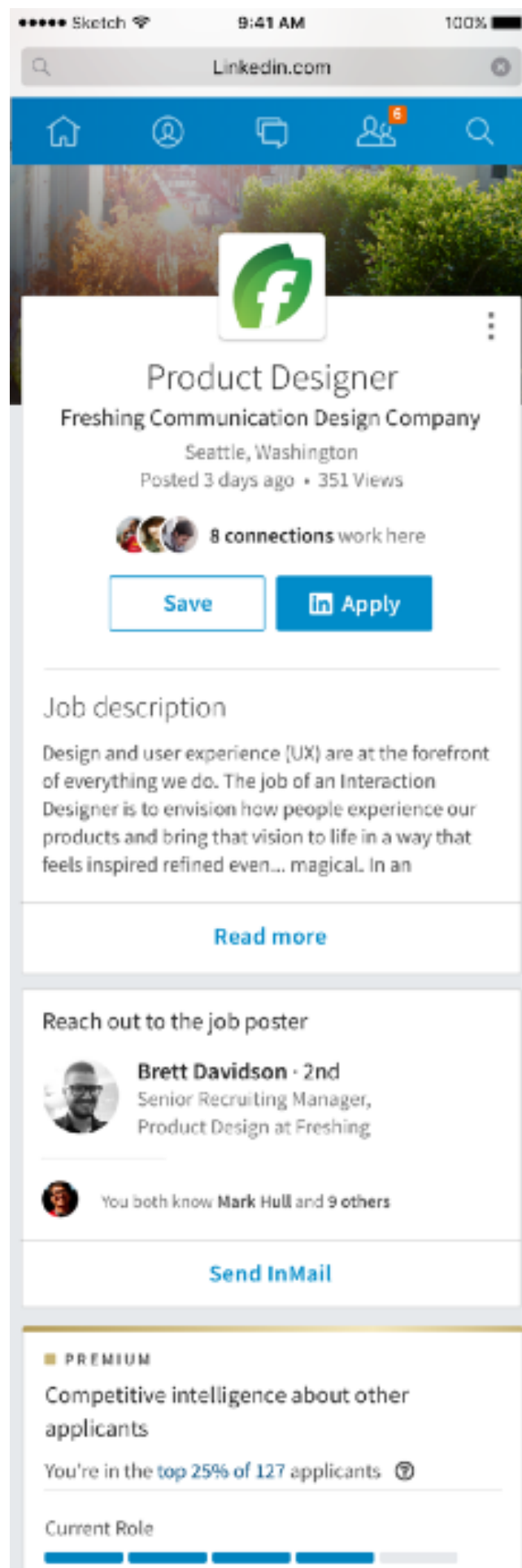
LinkedIn.com Premium experience with new branding

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 prominently displayed. The main content area features a job listing for a 'Software Engineer' at 'Freshing' in Mountain View, CA, posted 3 days ago with 361 views. The job description highlights the role of an Interaction Designer. To the right, a sidebar shows 'People also viewed' with several other job listings. Below the job description, a 'Competitive intelligence about other applicants' section provides insights into the applicant's profile, including a 'Job match based on your' bar chart and a list of skills and education. The bottom of the page shows a map of the San Francisco Bay area with 142 applicants.

The screenshot displays 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 prominently displayed. The main content area features a job listing for a 'User Experience Designer' at 'Stripe' in San Francisco, CA, posted 4 days ago with 21 views. The job description highlights the role of a User Experience Designer. To the right, a sidebar shows 'People also viewed' with several other job listings. Below the job description, a 'Competitive intelligence about other applicants' section provides insights into the applicant's profile, including a 'Job match based on your' bar chart and a list of skills and education. The bottom of the page shows a map of the San Francisco Bay area with 142 applicants.

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 [Previous](#) [Next](#)

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 [View](#)

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](#)

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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 icons for Home, My Network, Jobs, Messages, Notifications, and Me. Below the navigation bar, there's a section for 'Who viewed your profile' with a line graph showing 262 profile viewers in the past 90 days (+15% since last week). The graph shows a steady increase in viewers over time. Below the graph, there's a section for 'Recent notable viewers' featuring Gilbert Barrett (1st, Senior Software Engineer at Boeing Company) with a 'Message' button. To the right, there's a section for 'Keywords that led you' with a donut chart showing 262 viewers and a breakdown: 19% Name, 18% Headline, 10% Title, 7% Skills, and 7% Others. At the bottom, there's a section for 'Sponsored Links' featuring MBA @ UNC and Augment Your Web Dev Team.

International Experience

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



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



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分で読み取れ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にあなたの目の前に。取引先や同僚への理解が進んで、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。



PLAN 計画
フィージビリティに届か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
社員のモチベーション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	最新のグローバルエンゲージメン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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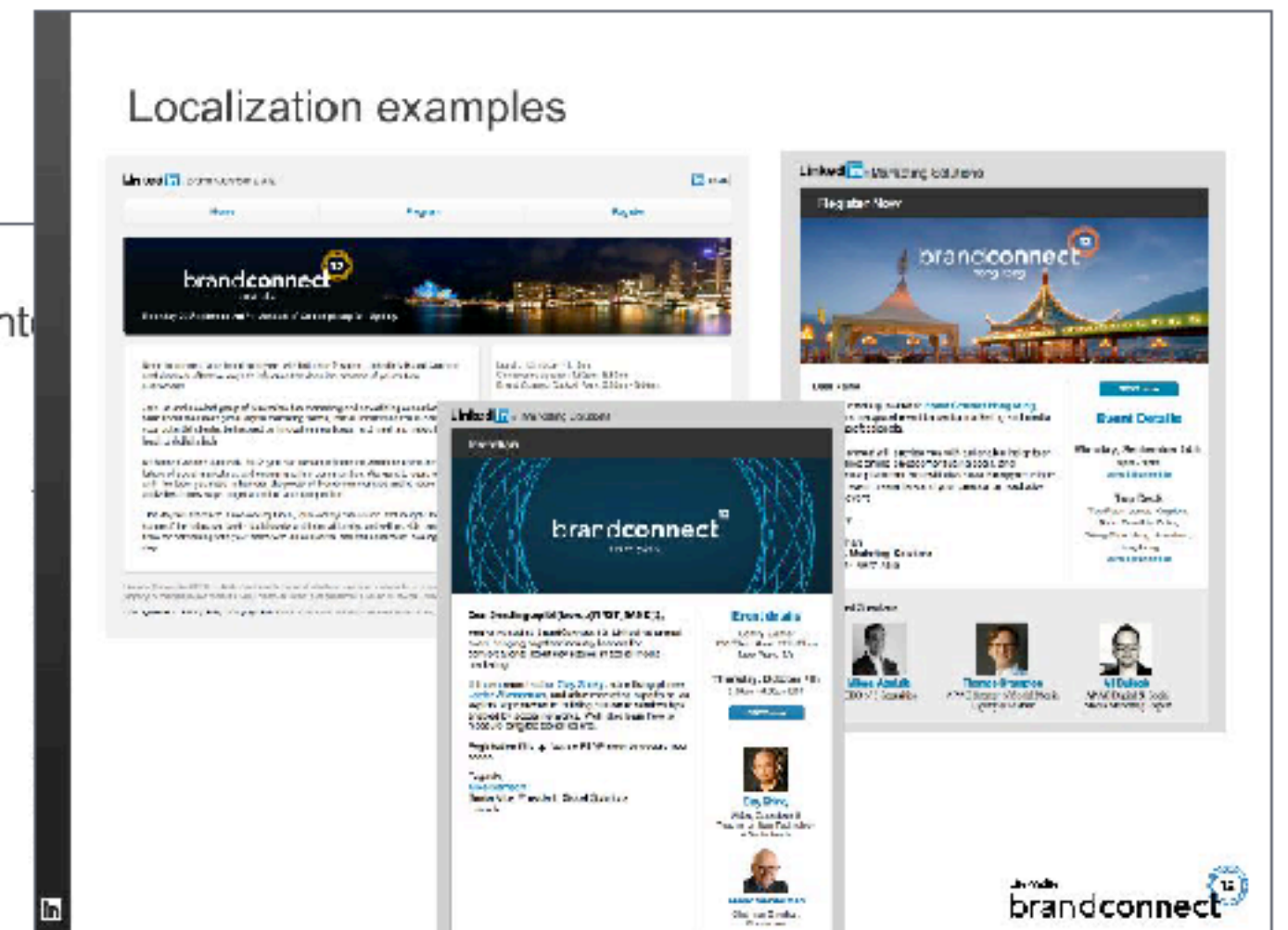
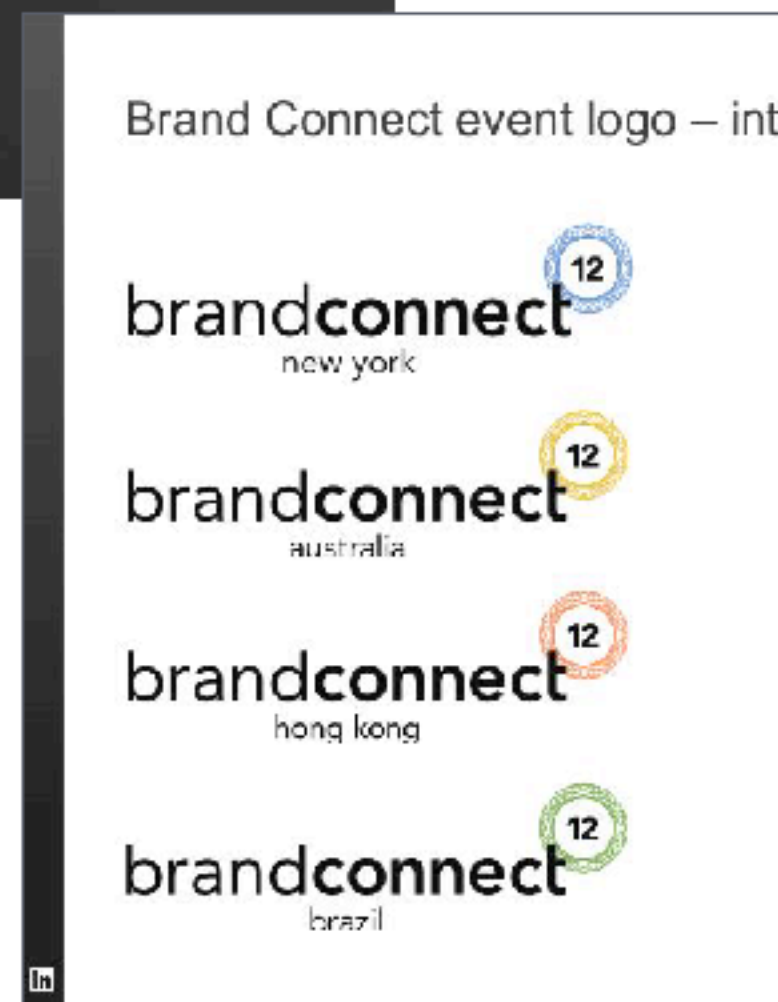
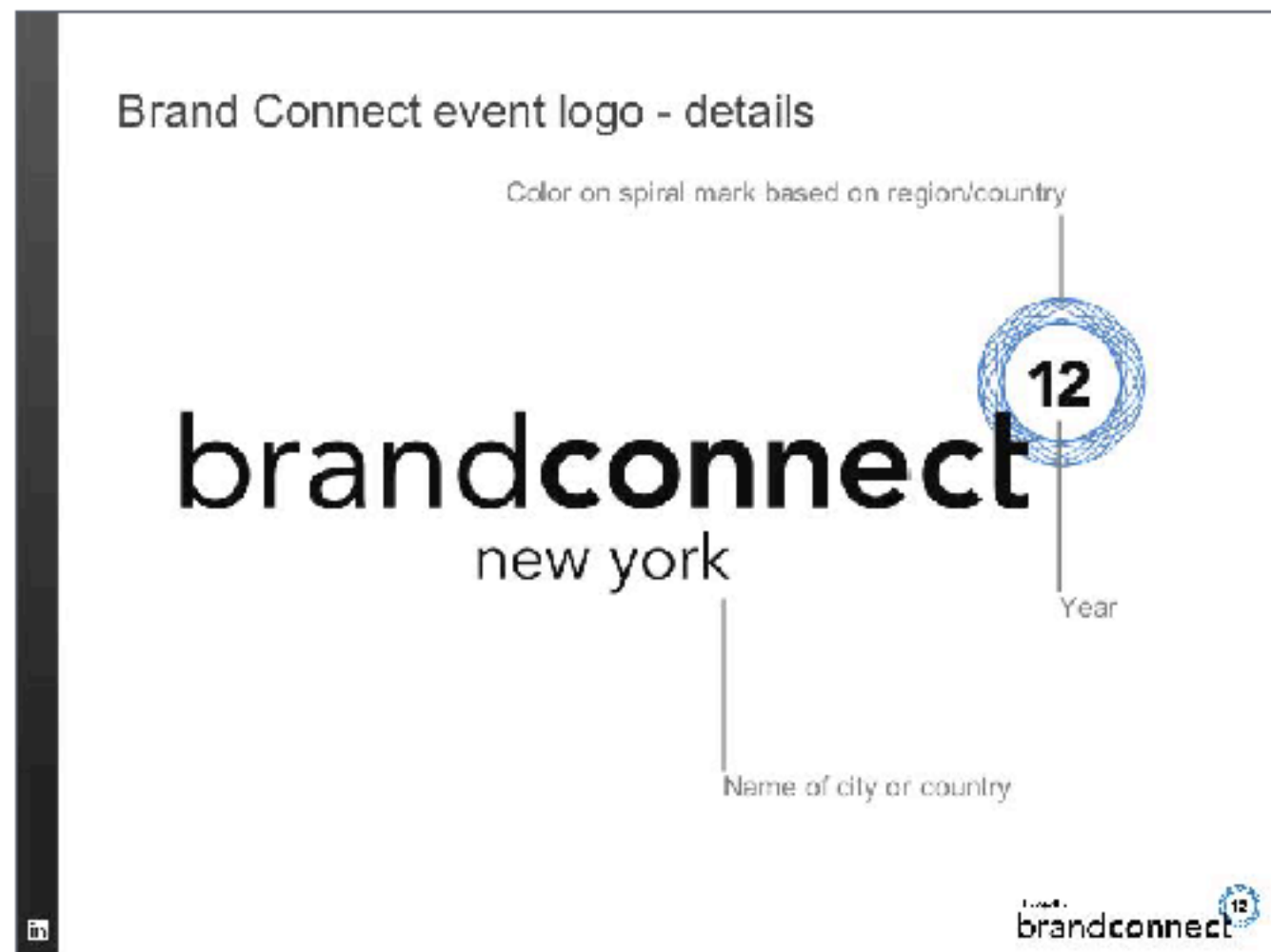
GLINT

- コンサルティング会社
- ビジュアルサイエンス
- AI エンジン
- わかりやすいデザイン
- テクノロジー・プラットフォーム

Event Branding

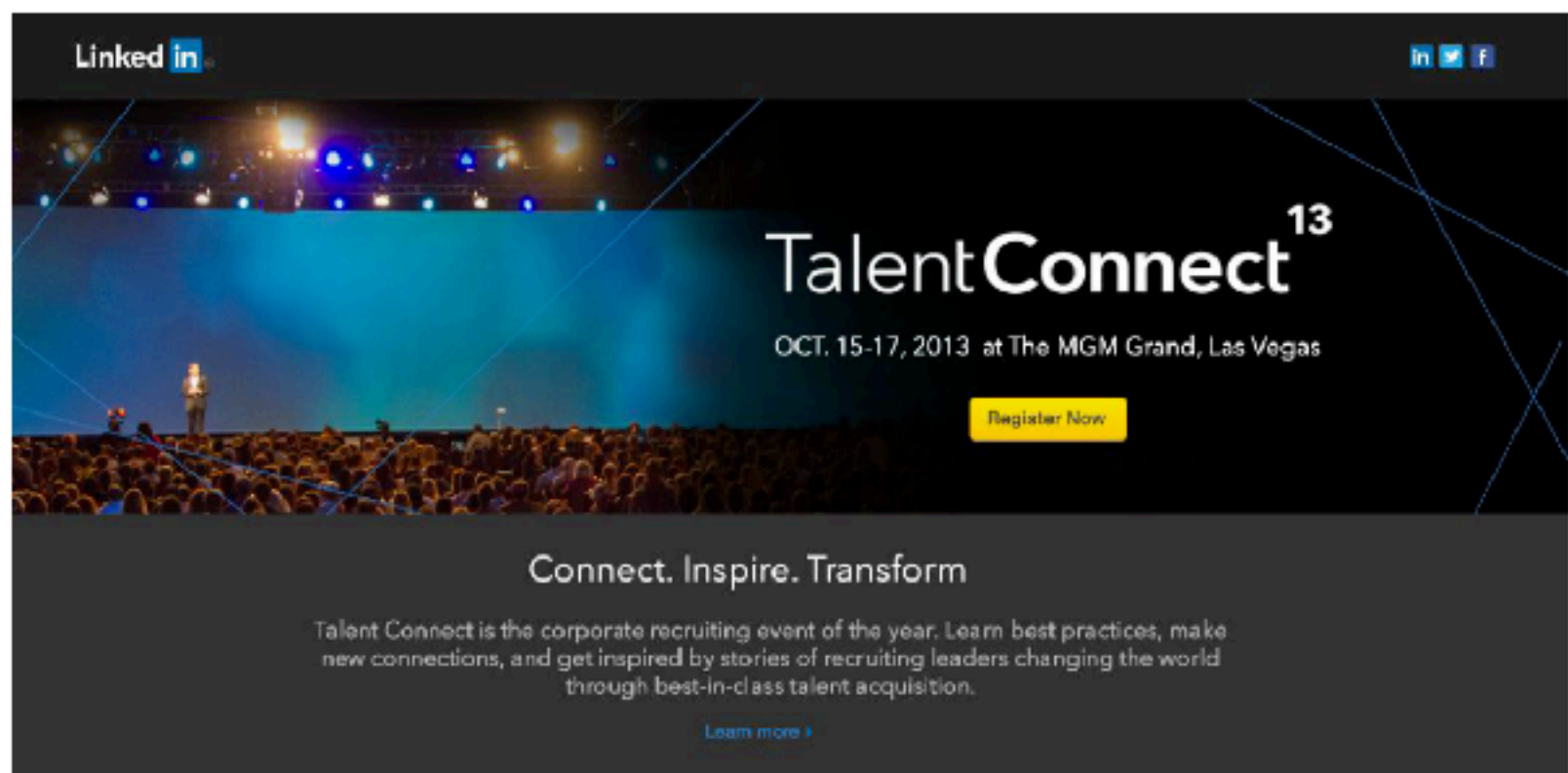
LinkedIn Connect events branding

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



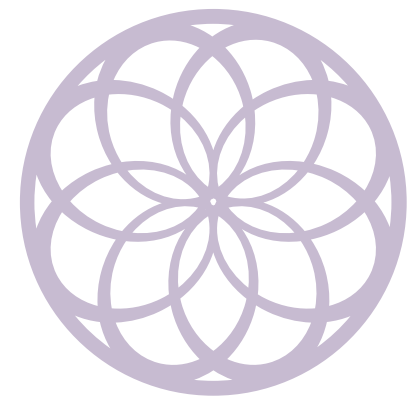
Other logos



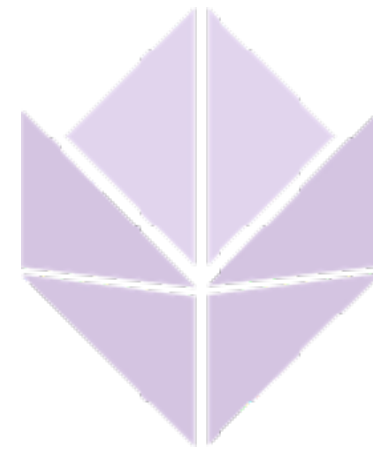
KOKORO's DELIVERY



Other logos

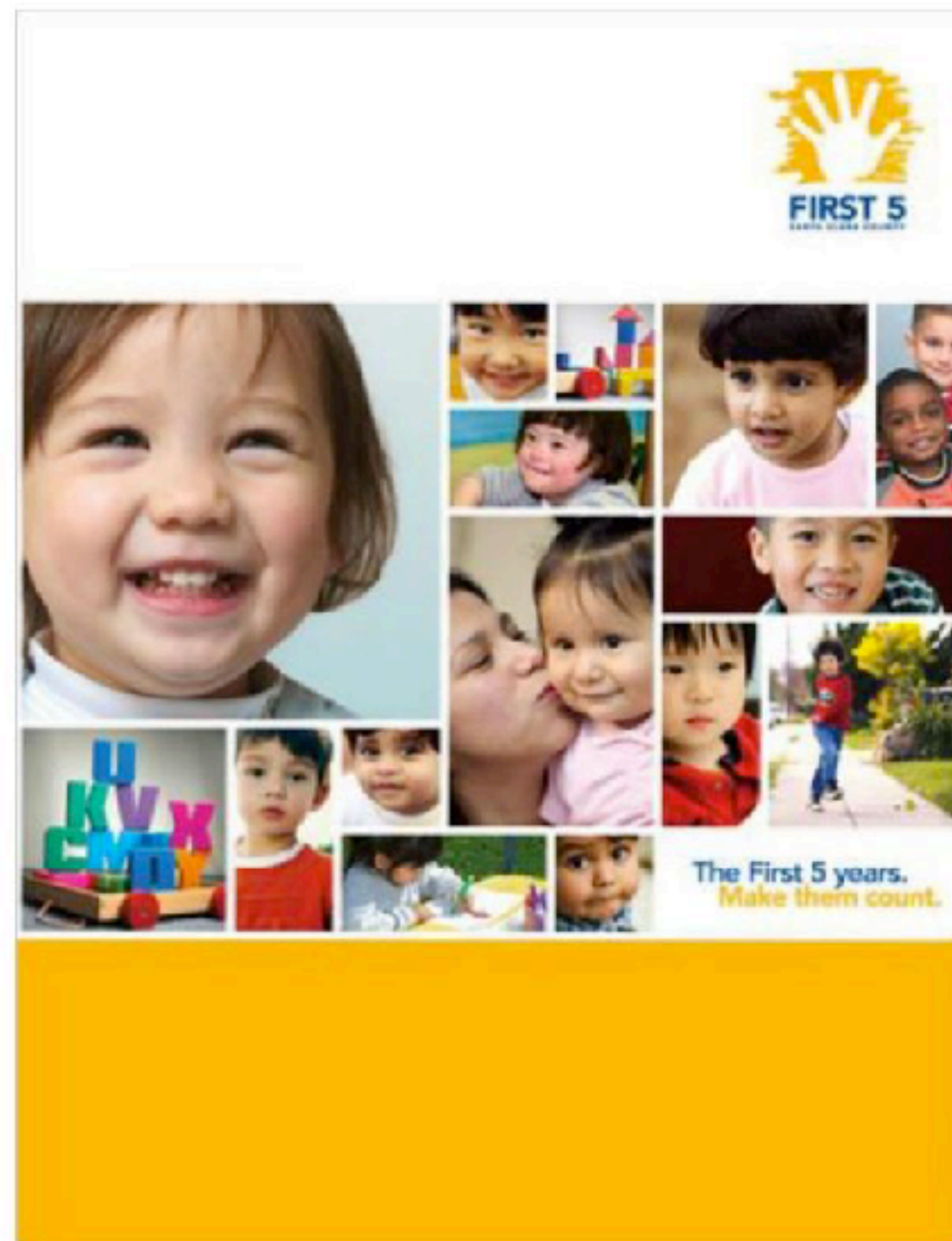


IYASHI SPA



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

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