

Michael C. Barton

Clearance: Active TS/SCI (Yankee White) • Retired Veteran (Nov 2025)

Visual Design Specialist | Data Storytelling • Brand Systems • Motion/Video

Strategic communications leader and visual designer with 20 years in national-security environments translating complex topics into clear, compelling visuals. Partner to senior leaders and SMEs to plan and execute visualization strategies; set visualization standards and brand systems across portfolios; and deliver high-quality motion/video, publications, dashboards/briefings, and interactive content that drive analysis and decisions. Expert in Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro, After Effects), information design, and production workflows—comfortable leading concept-to-delivery and coaching teams.

Core Strengths

- Data Storytelling & Information Design • Visualization Standards & Governance
- Brand Development/Management • Publication & Report Design • Executive Briefing Products
- Motion/Video/Audio Production • Storyboarding & Wireframing • UX Content & IA
- Cross-functional Collaboration with SMEs • Rapid Iteration in Classified/On-site Settings

Toolset

Adobe CC (Photoshop, Illustrator, InDesign, Acrobat Pro, After Effects, Premiere Pro), Microsoft 365, DaVinci Resolve, Final Cut Pro, basic SharePoint/WordPress admin, captioning/metadata standards, asset/version control, 3D modeling and printing, HTML / CSS, AI integration and implementation.

Experience

Defense Information Systems Agency - Washington, DC

Creative Director • Visual/Motion Lead • Project Manager | 2021–Present | 40–65 hrs/wk

- Co-led portfolio-level visualization strategy with executives/SMEs; produced decision products and explainers that clarified complex initiatives for senior audiences.
- Defined and enforced visualization and brand standards (color, type, layout, iconography, motion language) across programs to ensure consistency and engagement.
- Built reusable briefing/report templates and infographics; integrated context, narrative flow, and relationship cues to tell powerful visual stories.
- Led motion/video production (storyboards, lower-thirds/packages, editorial) for executive events; delivered on tight timelines in a secure, on-site environment.
- Directed cross-functional teams (designers, editors, AV engineers); coached on composition, hierarchy, and accessibility; instituted QA that cut rework and sped delivery.
- Partnered with stakeholders on web/CMS and internal communications to align content architecture, metadata, and brand guardrails.

Defense Information School (DINFOS) - Fort Meade, MD

Lead Instructor • Master Training Specialist | 2017–2021

- Taught visual storytelling, information design, multimedia production, and editorial standards to 1,200+ learners, recognized Instructor of the Year.
- Created style guides, lesson visuals, and assessment rubrics emphasizing clarity, accessibility, and repeatable production workflows.

Naval Mobile Construction Battalion 11 (NMCB-11) - Gulfport, MS & Global AORs
Public Affairs Officer • Design & Content Lead | 2013–2017

- Produced data-informed campaign visuals, unit dashboards/brief packets, and public-facing summaries; managed brand usage and print/digital specs.
- Led social/web creative, aligning information architecture, visuals, and copy for stakeholder engagement.

NATO Headquarters (Military Committee) - Brussels, Belgium
Production Manager • Graphic & Print Specialist | 2010–2013

- Designed multilingual briefing decks, reports, and ceremonial publications for senior military/diplomatic leaders from 30+ nations, standardized templates and approval flows.
- Managed vendor production and sensitive content lifecycles (versioning, rights, distribution).

Naval Public Affairs Support Element West / USNS Mercy / USS Carl Vinson –
San Diego, CA & Deployments
Mass Communication Specialist (Visual/Photo/Video) | 2006–2010

- Delivered photo/video, motion elements, and publication layouts supporting operations, humanitarian missions, and executive communications.

Education & Certifications

B.A., Graphic Communication - University of Maryland Global Campus (2025)

A.A., General Studies — UMGC (2025)

DINFOS: Intermediate Photojournalism • Basic Still Photography • Instructor Training

Adobe Certified Expert: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

CompTIA Security+ (2024) • Master Training Specialist (U.S. Navy)