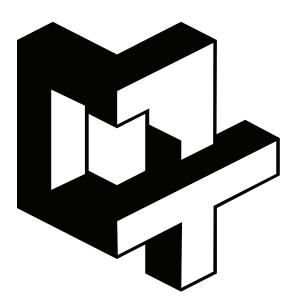
Michelle liew

Portfolio michelledz.com

Phone +64 22 0927078

Email michelledz0709@gmail.com

pg. 1



Michelle liew

Graphic Designer

Phone +64 22 0927078

Email michelledz0709@gmail.com

Portfolio michelledz.com

Instagram michelley_designs

Linkedin linkedin.com/in/michelle-liew-380366196/

Languages. English

Mandarin Chinese

Bahasa Malay

Profile

I am a graphic and communication designer who is on a constant mission to coordinate visual balance. My key strengths include trend recognition and brand identification. I am capable in establishing thought-provoking and boundary pushing illustrations through my knowledge in urban trends and distinctive abstractions.

When it comes to designing, I have a versatile approach in acquiring design imagery and inspiration. I work hands on with various mediums to express my vision through multilateral platforms, such as hand-drafts, computer design and online research.

Specialises

- **01.** Art Direction
- **02.** Branding & Identity
- **03.** Advertising
- **04.** Creative Strategy
- 05. Packaging
- 06. User Interface Design
- **07.** Prototyping

Interests

- Drawing
- Acrylic
- Latte art making
- Photography
- Listening to music
- Cat mum
- Wine & dine

Michelle liew

Portfoliomichelledz.com

Phone +64 22 0927078

Email michelledz0709@gmail.com

og. 2

Education

Media Design School New Zealand NOV 2019 Bachelor of Media Design

Long Bay College NOV 2016
NCEA Level 1-3: Excellence Endorsed

Awards:

- Certificate for most outstanding Year 13 Visual Artist 2016
- Level 1 Art Cup of Excellence 2014
- Certificate for most outstanding Year 11 Visual Artist 2014

Skills

- Team Leader
- Detail oriented
- Innovative
- Adaptable
- Reliable
- Pro-active

Softwares

Adobe Suites

F.

Illustrator Photoshop Excel

InDesign

Powerpoint Word

Microsoft

XD

Lightroom

Work Experiences

- Will Design Limited NOV 2020 PRESENT Graphic Designer
 - Liaising with clients to determine their requirements and budget
 - Managing client proposals from typesetting through to design, print, and production
 - Developing concepts, graphics, and layouts for product illustrations, company logos, and websites
 - Determining size and arrangement of copy and illustrative material, as well as font style and size
 - Reviewing final layouts and suggesting improvements if required
 - Liaising with external printers on a regular basis to ensure deadlines are met and material is printed to the highest quality
- L'Occitane en Provence Albany OCT 2018 FEB 2021
 Beauty Consultant & Sales Assistant
 - Understand the products' features and present their benefits accurately and persuasively
 - Use of Microsoft Excel and Word for data entry and stock take
 - Update and organise floor presentations for visual appeal and attract customers, promoting sales
 - Use upselling strategies, making recommendations to customers for complementary purchases
- Organise and process sales and deliveries to meet customer's needs

• Freelance Graphic Designer

DEC 2019 - PRESENT

- Work alongside clients to deliver strong branding and communication material.
- The Coffee Club High Street
 JAN 2018 DEC 2018
 Barista & Cafe Assistant
 - Ensures that food and drink served to customers is of a consistently high standard and is well-presented.
- Makes good quality coffees and serves in accordance with each customers' order.
- Provides righteous hospitality to all users of the cafe.
- Being responsible for the cash handling process within the cafe.
- Hollywood Bakery Albany
 SEP 2014 DEC 2017
 Barista & Cafe Assistant
- Ensures that food and drink served to customers is of a consistently high standard and is well-presented.
- Makes good quality coffees and serves in accordance with each customers' order.
- Provides righteous hospitality to all users of the cafe.
- Being responsible for the cash handling process within the cafe.

Michelle liew

Portfolio michelledz.com

Phone +64 22 0927078

Email michelledz0709@gmail.com

pg. 3

Academic Experiences

Capstone Project Interactive Game AUG 2019 - NOV 2019
 Graphic Designer

Addressing the issue of Asian stereotypes by confining into popular interactive piece Jenga. Following work is showcased in Media Design School end of year exhibition and mentioned on the Design Assembly website as one of the previews.

https://designassembly.org.nz/2019/11/14/media-design-school-graduate-show-2019-preview/

Vodafone Queen Street APR 2019 - JUN 2019
 Creative Director

Leading a group of 3 to develop an interactive Artificial Intelligence prototype as an aid for Vodafone staff, solving issues of slow customer service and long queues.

My role was to create brand ideatity, prototyping AI form and functionalities, wireframing UI design and campaign collateral.

Several live meetings were presented to keep the client informed on the collateral being produced.

Auckland Art Gallery Toi o Tamaki MAY 2018 - JUN 2018
 Art Director / Designer

With a team of 5, we proposed to design a kids membership initiative for Auckland Art Gallery, aiming to stimulate ongoing engagement for children.

My role was to develop cartoon characters based off artists who had their works published in the gallery, and collateral such as collector cards and campaign poster.

Several live meetings were presented to keep the client informed on the collateral being produced.

Referees

Andy Xu

Will Design Limited (Active Manager) +64 21 170 7790

vuchufan1002@amail.aa

xushufan1993@gmail.com

Kelia Ho

L'Occitane Albany (Active Manager)

+64 21 083 78792

ho.kelia415@gmail.com