



Michelle liew

Graphic Designer

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Languages.

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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

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

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