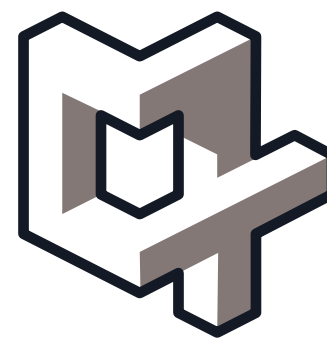


MICHELLE LIEW - GRAPHIC DESIGNER



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SKILLS

Art Direction
Branding & Identity
Advertising
Creative Strategy
Packaging
UI Design
Editorial
Prototyping
Illustration
Freehand
Photography

SOFTWARE

ADOBE SUITES

Illustrator
Photoshop
InDesign
XD
Lightroom

MICROSOFT

Excel
Powerpoint
Word

LANGUAGES

English
Mandarin Chinese
Malay

EDUCATION

Media Design School New Zealand DEC 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

ACADEMIC EXPERIENCE

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 identity, prototyping AI form and functionalities, wireframing UI design, documenting user journey, 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 that had their works published in the gallery, and collateral including collector cards and campaign poster.

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

Capstone Project Interactive Game

AUG 2019 - NOV 2019

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 in Design Assembly website as one of the previews.

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

WORK EXPERIENCE

Freelance Graphic Designer

DEC 2019 - PRESENT

Work alongside clients to deliver strong branding and communication material.

L'Occitane en Provence Albany

OCT 2018 - PRESENT

Part Time Beauty Consultant

- 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

The Coffee Club High Street

FEB 2018 - MAY 2019

Part Time Barista & Cafe Assistant

- Ensures that food and drink served to customers is of 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

Part Time 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

REFERENCES

* References available upon request