



# michelle chiu

visual + ux/ui designer

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## ABOUT ME

I'm Michelle! I also go by Chewy, because my friend group knows like 4 Michelles and YES they are also Asian.

This Michelle is an easy-going, nocturnal, fruit juice-addicted individual who loves to discreetly observe people for the sake of learning.

## MY GEEK SIDE

- Anime/Manga
- Webcomics
- Cats and rabbits
- Carnivorous plants
- Ping pong
- PC games
- Mechanical keyboards
- Speedpaint videos

## SKILLS + TOOLS

- Adobe Illustrator
- Adobe Photoshop
- Figma
- Procreate
- Digital Drawing
- Google Suite
- Canva
- MidJourney
- Wix Website Builder
- Design Thinking
- Teamwork

## EXPERIENCE

**AUGUST 2022 – MAY 2023**

### PRINT LAB ASSISTANT, VCU CREATIVE PRINT BUREAU

- Printed over 50 laser, ink-jet and large format prints and banners
- Cutted, weeded, and taped vinyl decals and signage
- Tracked and communicated supply needs, inventory and the condition of equipment

**FEBRUARY 2021 – MAY 2021**

### GRAPHIC DESIGN INTERN, MILLER & CO. AESTHETICS

- Created 10 motion GIFs for Instagram
- Designed "theme of the month" graphics for social media

**SEPTEMBER 2020 – DECEMBER 2020**

### SOCIAL MEDIA INTERN, MODERN NURSERY

- Tracked social media engagement on Pinterest
- Increased Pinterest engagement by 10% from October to November
- Recorded "best time to post" on Pinterest weekly
- Designed graphics on social media (Instagram, Facebook, Twitter, and Pinterest)
- Scheduled out weekly posts on social media using Hootsuite

**JANUARY 2020 – AUGUST 2020**

### GRAPHIC DESIGN INTERN, THE URBAN FARMHOUSE

- Updated and revised items on café menu seasonally
- Redesigned café menu into tri-fold brochure
- Designed new beverage menu
- Created and printed over 100 labels for take-out
- Illustrated icons for the urban Farmhouse website

## EDUCATION

**AUGUST 2022 – MAY 2024**

### M.S. in BUSINESS VCU BRANDCENTER

- Concentration in Branding/Experience Design

**AUGUST 2017 – MAY 2021**

### B.S. in MASS COMMUNICATIONS VIRGINIA COMMONWEALTH UNIVERSITY

- Concentration in Creative and Strategic Advertising
- Cumulative GPA: 3.738