



michelle chiu

visual + product designer

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mi.syel

ABOUT ME

I'm Michelle! I also go by Chewy, because my friend group knows like 4 Michelles.

This Michelle is a designer who geeks out on immersive and gamification projects. I love to design solutions with a ✨sprinkle✨ of strategy, storytelling, and gamification!

MY TOOL BOX

- Adobe Illustrator
- Adobe Photoshop
- Adobe XD.
- Canva
- Google Slides
- Figma
- Klaviyo
- MidJourney
- Pen & Paper
- Procreate

MY SKILLS

- Attention to Detail
- Design Thinking
- Deck Design
- Illustration
- Storytelling
- Time Management
- User Research
- Visual Design
- Wireframing

EXPERIENCE

JUNE 2024 – AUGUST 2024

PRODUCT DESIGN INTERN, SAATCHI & SAATCHI

- Junior Product Designer for Toyota.com
- Delivered and updated designs on Toyota.com
- Assisted in the production of wireframes, prototypes, concept sketches, and user flows using Figma
- Researched and presented Toyota MLP website audit to digital platform team
- Created clean and simple user-centered designs
- Shadowed the production process from start to finish

NOVEMBER 2021 – MAY 2024

GRAPHIC DESIGNER, THE URBAN FARMHOUSE

- Lead graphic designer for prints, menus, banners, and posters
- Designed and updated 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

AUGUST 2022 – MAY 2023

PRINT LAB ASSISTANT, VCU CREATIVE PRINT BUREAU

- Printed over 100 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

EDUCATION

AUGUST 2022 – MAY 2024

M.S. in BUSINESS, VCU BRANDCENTER

- Concentration in Experience Design
- GPA: 4.0

AUGUST 2017 – MAY 2021

B.S. in MASS COMMUNICATIONS, VIRGINIA COMMONWEALTH UNIVERSITY

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