



michelle chiu

digital marketing + designer



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ABOUT ME

Hello, I'm Michelle! I am a designer and creative nerd who geeks out on interactive design, storytelling, and illustration projects.

When I am not nerding out on the things above, I am either spoiling my son (a bunny), playing video games, or designing anime-inspired clothing.

MY TOOL BOX

- Adobe Illustrator
- Adobe Photoshop
- Canva
- CapCut
- ChatGPT
- Figma
- Klaviyo/Omnisend
- MidJourney
- Nano Banana Pro
- Pen & Paper
- Procreate

MY SKILLS

- Creative Concepting
- Design Thinking
- Deck Design
- Email Marketing
- Illustration
- Social Media
- User Research
- Visual Design
- Wireframing

EXPERIENCE

NOVEMBER 2025 – CURRENT

DIGITAL MARKETING SPECIALIST, SPIN MODERN

- Set up, launch, and manage Google Ads campaigns across 20+ client accounts
- Build and optimize campaign structure, keyword strategy, and ad copy to improve performance
- Monitor budgets, KPIs, and pacing; analyze results and implement ongoing optimizations
- Plan and schedule weekly social media content for multiple client channels
- Design marketing collateral including brochures, social graphics, and print ads

JUNE 2024 – AUGUST 2024

PRODUCT DESIGN INTERN, SAATCHI & SAATCHI

- Junior Product Designer for Toyota.com
- Delivered and updated designs on Toyota.com
- Resolved 10+ Jira tickets, improving product efficiency
- 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

NOVEMBER 2021 – MAY 2024

GRAPHIC DESIGNER, THE URBAN FARMHOUSE

- Lead 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

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