



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
- Canva
- Design Thinking
- Digital Drawing
- Figma
- Google Suite
- MidJourney
- Procreate
- Visual Design
- Wireframing

EXPERIENCE

JUNE 2024 – AUGUST 2024

PRODUCT DESIGN INTERN, SAATCHI & SAATCHI

- Junior Product Designer for Toyota.com
- Worked with content creatives to produce mock-ups and proof of concepts
- Assisted in the production of wireframes, prototypes, concept sketches, and user flows using Figma
- Created clean and simple user-centered designs
- Learned about the entire production process and how the designs are implemented
- Shadowed and worked alongside industry professionals

NOVEMBER 2021 – MAY 2024

GRAPHIC DESIGNER, 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

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

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