

Michelle Fok

Innovative and Creative Multidisciplinary Designer Leader
Focus on Problem-Solving and Human-Centred Design

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Education

Central Saint Martins, UAL

M.A. Applied Imagination in the Creative Industries

London, Graduated with Distinction, 2017

Fashion Institute of Technology, SUNY

B.S. Visual Art Management

New York, Graduated with Honors, 2009

New York City College of Technology, CUNY

A.A.S. Fashion Marketing and Management

New York, Graduated with Honors, 2007

Experience

Present
06. 2017

Thirteensee Creative Brand design studio that focuses on visual storytelling and brand innovation

Principal Designer

- Manage creative projects from concept to completion, and serve as a visual presentation expert and brand ambassador in collaboration projects.
- Create and develop digital marketing campaigns for internationally renowned brands and live events including emails, website content, SMS, paid-social contents
- Research and execute artwork for digital and e-commerce needs, design branding guidelines, and on-brand presentation.
- Brand identity design, logo, and UI design to strengthen the brand's foundation.

Clients includes: **Blue Shield of California, Industrial Color, Shiseido, Urban Decay, Clé de Peau, Design & Dialogue, Securitize**

12. 2015
11. 2013

WGSN B2B Trend forecasting and analysis service through digital subscription

Creative Production Manager

- Supervised digital content production, reviewed and approved deliverables in six languages.
- Implemented design strategy and established art direction for creative production team.
- Identified opportunities for improvement in the design process to deliver optimized efficiencies.
- Provided clear art direction and constructive feedback to nurture a positive advance learning environment for junior designers.

11. 2013
07. 2009

Stylesight Subscription-based, consumer and industry analysis website and design software developer

Senior Graphic Designer

- Managed translation web-content production as well as marketing materials accessible by 40,000 individual users in five languages (Chinese, Spanish, Japanese, Korean, and Turkish).
- Managed production schedule and supervised a team of ten multi-lingual designer.
- Partnered directly to SVP of Creative Director and coordinated with editors and designers to set up and follow through on production goals.

Highlights

- Over a decade of visual design experience and 7+ years in design leadership positions.
- Proven ability to thrive under pressure, and ability to manage multiple projects while having a keen eye for detail.
- Proficient in Adobe Photoshop, Illustrator, InDesign, AfterEffects, Microsoft Word, Excel, PowerPoint. Strong knowledge of CSS, HTML.
- In-depth knowledge and hands-on experience in communication design, brand identity strategy, and design management.