

Michelle Fok

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EDUCATION

Central Saint Martins, UAL

Master of Arts, Applied Imagination in the Creative Industries

London, UK

Graduation Date: July 2017

Fashion Institute of Technology, SUNY

Bachelor of Science, Visual Art Management

New York, NY, USA

Graduation Date: May 2009

WORK EXPERIENCE

Thirteensee Creative

Founder/Principal Designer

USA

May 2017 - Present

- Developed client relationships and provided design direction to establish branding identity and creative strategy for three global brand launches, two product launches, and a 10+ brand campaigns.
- Conceptualized campaigns and developed brand strategies for clients in diverse industries, including fashion, beauty, health care and technology.
- Led project management from ideation to execution, working with diverse teams to set deadlines for project roadmaps and ensure tasks were effectively managed. Negotiated with vendors, organized logistics, and managed client relationships.

WGSN

Creative Production Manager

New York, NY, USA

Jun 2009 - Dec 2015

- Directed the production of web content, email campaigns, paid media, and other marketing strategies for 40,000 users in six languages (Chinese, English, Japanese, Korean, Spanish and Turkish).
- Supervised digital content production and reviewed and approved final products, ensuring branding and design standards for all deliverables.
- Headed art direction and implemented design strategy for the creative production team.
- Identified key opportunities for streamlining the design process and launched optimized workflows that improved efficiency.
- Managed production schedule and supervised a team of ten multidisciplinary designers. Provided clear art direction and gave constructive feedback to nurture a positive, advanced learning environment.

PROJECT EXPERIENCE

Industrial Color

Senior Digital Designer

New York, NY, USA

Apr 2022 - Present

- Design and prepare high-level visual presentation of concepts, flows, and detailed wireframes to express brands' creative vision and incorporated Design Thinking principles.
- Create compelling and memorable marketing collateral to strengthen brand identity.
- Develop digital campaigns for seasonal business agenda and ensure strategies align with key marketing and business objectives.

Blue Shield of California

Senior Visual Designer

San Francisco, CA, USA

Sep 2021 - Present

- Produced high-quality graphics and power points for C-level executives to use in national presentations.
- Serve as a visual presentation expert and brand ambassador in collaborative projects.

Design & Dialogue

Art Director

New York, NY, USA

Apr 2019 - Present

- Developed an inclusive environment for emerging artists in underserved communities by producing multi-sensory events and working with a variety of stakeholders.
- Successfully organized and managed over 200 guests, 20+ guest speakers, and 5 successful night events at a members-only club.
- Conceptualized and executed high-level brand identity, event planning, and digital marketing campaigns (emails, website, and paid-social contents).

Securitize

UX Design Lead

San Francisco, CA, USA

Sep 2019 - Mar 2020

- Develop UI mockups and prototypes that clearly illustrate how sites function and look using Figma.
- Designed high-level flows and detailed wireframes to express vision and incorporated Design Thinking principles.