


# 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  
09. 2021

● **Blue Shield of California** Customer-centric health care industry key player

### Senior Visual Designer

- Design and execute on-brand presentations and documents for various levels of management/executive level utilizing my advanced skills of Microsoft Excel, Word, PowerPoint, Adobe Indesign, photoshop, and illustrator.
- Communicate and provide design solution to clients.

Present  
06. 2017

● **Thirteensee Creative** Brand design studio for women-owned businesses

### Principal Designer

- Manage creative projects from concept to completion, ensure design consistency across.
- Conduct user research and user testing throughout the design and development process.
- Research and develop marketing campaigns, social media strategy, and pitch deck.
- Brand identity design, logo and UX design to help scale up women-owned business.

12. 2015  
11. 2013

● **WGSN** B2B Trend forecasting and analysis service through digital subscription

### Creative Production Manager

- Supervised digital content production and quality control of publications in six languages.
- Implemented design strategy and established art direction for graphic production reports.
- Identified opportunities for improvement in the design process to deliver optimized efficiencies.
- Provided clear art direction and constructive feedback to nurture a positive learning environment for junior designers.

11. 2013  
07. 2009

● **Stylesight** Subscription-based, style forecast and design tools developer

### Senior Graphic Designer

- Oversaw production of international content and marketing materials viewed by 40,000 users.
- Managed production schedule and supervised a team of ten multidisciplinary designers.
- Demonstrated strong communication and interpersonal skills as well as the ability to comfortably and effectively liaise between clients and internal staff.

## Highlights

- Over a decade of professional experience in leadership positions for innovation and design powerhouses.
- 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, Premiere Pro, 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.