MICHELLE LUNG

ADVERTISING VISUAL DESIGNER

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EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

Atlanta, GA
Advertising B.F.A.
2014-2018

APPLICATION SKILLS

Photoshop	Adobe XD
Illustrator	Invision
InDesign	Sketch
After Effects	Adroll/Adsense
Wordpress	Google Slides
Shopify	Microsoft Suite

PERSONAL SKILLS

File Organization
Time Management
Attention to Detail
Strategy Development
Quick Turnover Rate
Public Speaking

CERTIFICATIONS

Respnsive Websites with HTML5 and CSS3 - Udemy

LANGUAGES

English (Native)
Chinese

WORK EXPERIENCE

MARKETWAKE AGENCY - VISUAL DESIGNER
FEB 2019 - PRESENT

- Acted as the main visual designer, responsible for all client websites ranging from B2B to eCommerce.
- Facilitated a new design process from wireframes to execution that included new prototyping programs to increase workflow efficiency and web development organization.
- Undertook a new approach to building website pillar pages, to out perform existing marketing SEO.
- Worked directly with devlopment team to produce customized websites.
- Diversified company portfolio to include a broad set branding capabilities from custom digital assets (social, web, email) to print design (packaging, spreads, advertisements).
- Trained in outbound emails across multiple platforms such as Hubspot, Pardot and Mailchimp.

BAUERHAUS CREATIVE - DESIGNER
JUNE 2018 - FEB 2019

- Advertising focused design to assist in modernized rebranding for a diverse clientele.
- Carried cohesive rebrand designs across all future platforms.
- Undertook a new approach to building website
- Implemented and created multiple motion media animations for clients to diversify social posts, presentation designs and product tutorials.
- Negotiated with different printing companies on multiple project to hone skills in print execution.

RESUPPLY APPLICATION - ART DIRECTOR
JAN 2017 - JAN 2019

- Created investor pitch decks that brought a 3 million dollar investment round to a 5 million dollar value.
- Lowered the cost per application install by 68% and doubled downloads by managing paid ads to alter per campaign with data analytics gained from A/B Testing. The key to this success was being able to differentiate effective strategies for Android versus iOS users.
- Worked with UX team to create a modernized strategy and more simplistic operation that carried into UI design and working with app developers to maintain brand consistency.
- Managed and designed all social campaign posts, posting 3-5 time a week as well as overlooking insights and impression gained from paid posts.