

MICHELLE YUAN

www.missyuan.me
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SKILLS

Visual Design
UI / UX
Illustration
Print Production
Digital Marketing
Digital Media
Photoshoot Styling

Programs

Figma
Sketch
Photoshop
Illustrator
inDesign
After Effects
Microsoft Office
HTML/CSS

EXPERIENCE

FACEBOOK | Visual Designer | 2019-Present

- Designed UI collateral for multiple platforms across Facebook and Instagram
- Created visuals for global digital marketing campaigns
- Collaborated cross-functionally from start to finish of each campaign
- Assisted with Marketing Experts photoshoot with agency Bone & Gold
- Designed mailers and posters collateral for events and AB testing
- Assisted in creating COVID Brand Library when teams pivoted to remote work

ART.COM | Visual Designer | 2017-2019

- Conceptualization and design of email & marketing campaigns for two brands
- Worked closely with multiple teams (marketing,email,UI/UX, and business)
- Provided design support on web banners and homepage heroes
- Pushed the paid marketing channel further with new concepts and fresh designs
- Collaborated with multiple teams for campaigns from concept, design, to launch
- Assisted prop setup/styling for our Fall Catalog photoshoot
- Worked with the business team and rebranded their website and logo

GURU MEDIA SOLUTIONS | Graphic Designer | 2016-2017

- Efficient at multi-tasking between different clients
- Understood what each client needed in terms of design and branding
- Participated in meetings with clients
- Engaged in productive and professional communication
- Designed items under social media, marketing, and digital assets
- Gained knowledge in time efficiency, briefs, and project management
- Fast delivery and turn around time for client needed projects
- Pro-active in asking questions and being firm when needed

HARMLESS HARVEST | Graphic Design Intern | 2015-2016

- Learned how to stay on-brand
- Understood the importance of different departments in a startup
- Participated in design meetings and expressed creative ideas
- Efficient in housekeeping and organization of the studio
- Designed branded collateral

EDUCATION

California College of the Arts | BFA Graphic Design
2012-2016 | San Francisco