



SENIOR ART DIRECTOR

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michellelung.com

EDUCATION

Savannah College of Art and Design

Atlanta, GA | Advertising B.F.A

CERTIFICATIONS

Udemy Certified

Responsive Websites with HTML5 and CSS3

APPLICATIONS

Photoshop	Figma	Shopify
Illustrator	Adobe XD	Hubspot
InDesign	Invision	Mailchimp
After Effects	Wordpress	Pardot

PROFESSIONAL SKILLS

Client Pitches	Team Manager
Client Presentations	Process Developer

LANGUAGES

English (Native)
Chinese (Verbal)

DIGITAS - SENIOR ART DIRECTOR 2022–PRESENT

AMERICAN EXPRESS

- Conceptualized and crafted the visual identity for the new Boeing 747 Delta Reserve Card by American Express. This work serves as a design benchmark utilized by cross-channel agencies.
- Collaborated with development teams to resolve longstanding design challenges within Outlook, with the primary objective of modernizing design templates across business marketing channels.
- Utilized Adobe InDesign functionality to create animated micro-sites which optimized development costs maintaining website functionality and insight tracking.
- Led the creation of commercials in collaboration with internal production teams, while overseeing the entire process from storyboard development to video launch.

COMCAST BUSINESS

- Developed a comprehensive visual identity guideline for Comcast Business and spearheaded its presentation to clients at headquarters.
- Conceptualized rich media campaigns and collaborated with third-party display vendors including Meta, Yahoo, WSJ, and NYT to implement gamified display ads to enhance engagement and interactions.
- Contributed to the campaign development for the PGA Tour, focusing on in-person experiences, display units, and social media takeovers to elevate brand visibility and audience engagement.

MARKETWAKE - ART DIRECTOR 2019–2022

WEBSITES

- Led the UX/UI design and initial website builds for a diverse range of client websites, spanning from B2B to E-commerce platforms.
- Oversaw the website department (UX, UI, and Development), presented team design work to clients and pitched for new businesses.
- Created a new website process which in turn increased workflow efficiency, web development organization and increased up-selling on existing clients.
- Trained in outbound emails across multiple platforms such as Hubspot, Pardot and Mailchimp.

BRANDING

- Directed a process overhaul for branding clients to help them visualize their thoughts through a gamified quiz.
- Diversified company portfolio to include a broad set of branding capabilities from custom digital assets (social, web, email) to print design (packaging, and digital ads).