

MICHELLE LUNG

ART DIRECTOR

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michellelung.com

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

Atlanta, GA

Advertising B.F.A.

2014-2018

CONTINUED EDUCATION

Udemy Certified—Responsive Websites with HTML5 and CSS3

APPLICATION SKILLS

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

INTERPERSONAL SKILLS

Client Pitches	Encourager
Design Presentations	Problem Solver
Team Manager	Active Listener
Process Development	Collaborator

LANGUAGES

English (Native)

Chinese

WORK EXPERIENCE

MARKETWAKE AGENCY 2019-2021

STRATEGIC ART DIRECTOR

- ♦ Acted as the main visual designer responsible for both the UX and UI process as well as the initial website build for all client websites ranging from B2B to E-commerce.
- ♦ Oversaw the website department, trained new employees, presented team design work to clients, and coordinated all feedback according to the team member's specific workload.
- ♦ Created a new website process which in turn increased workflow efficiency, web development organization and increased up-selling on existing clients.
- ♦ Established a new approach to pillar pages and blog republishing to out perform existing marketing SEO.
- ♦ Trained in outbound emails across multiple platforms such as Hubspot, Pardot and Mailchimp.
- ♦ 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).

RESUPPLY APP 2016-2019

ART DIRECTOR

- ♦ Created investor pitch decks that brought a three million dollar investment round to a five million dollar value.
- ♦ Worked with a UX team to create a modernized app strategy then collaborated with the UI designers and app developers to execute brand cohesion.
- ♦ Lowered the cost per application install by 68% and doubled downloads by altering ad campaigns with data gained from A/B testing. The key to this success was differentiating effective strategies for Android versus iOS users.

BAUERHAUS AGENCY 2015-2016

GRAPHIC DESIGNER

- ♦ Advertising focused design to help clients rebrand, refresh, and carry new brand cohesion across all platforms.
- ♦ Implemented and created multiple motion media animations for clients to increase social media engagement as well as paid ad engagement.
- ♦ Fostered print design execution for personalized die cuts used in both packaging and sales collateral.