


Michelle Fok

Innovative Multidisciplinary Designer
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
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 and social media strategy for New York-based woman-owned lifestyle company
- Brand identity design, logo and UX design for a Melbourne-based woman-owned Fashion brand
- Packaging design for Dairy Farmers of America's international market
- Design pitch deck and create graphics and charts for fin-techs

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 juniors

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

Skills

Proficient in Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Adobe XD, Acrobat, Microsoft Word, Excel, PowerPoint. Strong knowledge of CSS, HTML

Highlights

- 10 years of experience in visual design; in-depth knowledge and hands-on experience in communication design
- Ability to manage multiple projects with a keen eye for detail; proven ability to thrive under pressure
- Fluent in written and spoken English, Cantonese, and Mandarin