

# MICHELLE FANG

portfolio: [www.michellefang.com](http://www.michellefang.com)

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## Work Experience

### STITCH FIX

Mar 2018 - Present / Designer

- Design and content creation for emails, blog posts, social imagery, digital campaigns, and internal business initiatives.
- Branding for in-house clothing lines.

### GOOGLE (VIA SYNERGIS)

Oct 2015 - Oct 2017 / Global Retail Graphic Designer

- Art direction, visual strategy, graphic and production design.
- Developed visual identities, design assets, and brand guidelines for third party retail executions. Worked on launches for Pixel 1, Pixel 2, Chromebook, Google Home, Pixelbook, Chromecast, and 6 other products.
- Collaborated with many creative partners, including product marketing, photographers, copywriters, and external agencies.
- Assets included store signage, fixtures, websites, banners, product photography, newsletters, and other collateral.

### MINTED

Jun 2015 - Oct 2015 / PR Graphic Designer

- Designed press kits, catalogs, lookbooks, samples, and promotional gifts. Content was used by PR team to reach out to magazines, bloggers, and other media outlets.

Nov 2013 - Jun 2015 / Print Production designer

- Worked with customers to create personalized greeting cards and wedding stationery. Responsibilities included proofreading, retouching, layouts, and design of customer content.
- Connected with customer service, product engineers, and print facilities to resolve press errors with orders.

### UC BERKELEY DEPT. OF EARTH AND PLANETARY SCIENCE

Sep 2011 - Jul 2013 / Graphic Designer

- Redesigned the department's poster display and annual alumni publication. Worked on design, retouching, asset management, copy editing, and installation of posters in the lobby display.

References available upon request.

## Focus

Graphic design

Art direction

Production design

## Education

### 2013 UC BERKELEY

BA Art Practice, Art History

double major, education minor

## Skills

**PROFICIENT** with Photoshop, Illustrator,

InDesign, Mac, Windows

**FAMILIAR** with HTML, CSS, Autodesk Maya,

Lightroom, Sketch, After Effects

## Other Projects

### TOY PACKAGING

2014 / OpenIDEO design challenge

Designed packaging for donated toys featuring resources and content for parents of young children. Published on the OpenIDEO platform.

### THE PAPER MAGICIAN

2012-2013 / Animated short film

Student film, worked on storyboards, visual development, character modeling.

### GROUP SHOWS

2012 / Mixed media sculpture

Student Showcase, DeYoung Museum

Material Culture, 111 Minna Gallery