

# Michelle Wang

GRAPHIC DESIGNER | New York, NY.

PORTFOLIO: [www.dreadeddepths.com](http://www.dreadeddepths.com)

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**SUMMARY** Early career graphic designer with excellent organization, communication, and collaboration skills. Has experience with creating marketing assets and designing graphics for social media.

## WORK EXPERIENCE

### Balance Now

#### Graphic Designer

Dec. 2024 – Present | Los Angeles, CA. (Remote)

- Took the initiative to start working on a formal Brand Style Guide; project currently in progress.
- Took the initiative to design a subsidiary logo for Balance Now Insight using Adobe Illustrator.
- Integrated the inclusion of alternative text (alt text) into the posting process of social media posts, increasing accessibility and conscientious application of company values.

#### Graphic Design Intern

Aug. 2024 – Dec. 2024 | Los Angeles, CA. (Remote)

- Created a flexible template for social media posts to ensure the consistency of the brand's visual identity and adherence to brand guidelines, increasing overall Instagram post engagements by 11.85%, impressions by 25.35%, and reach by 9.34% within 4 months.
- Design and post article-based social media graphics to Instagram, X/Twitter and Facebook using Canva Pro and Later, respectively.
- Utilize generative AI to help write social media copy.
- Coordinate with the rest of the Marketing team to manage and maintain presence on the company's social media platforms.
- Present work in weekly team meetings; give and receive feedback for revisions.

### Manny Cantor Center, Educational Alliance

#### Marketing and Communications Intern

Jul. 2023 – Aug. 2023 | New York, NY.

- Designed calendar/schedule flyers and posters for various programs using Photoshop, Illustrator, and InDesign.
- Created social media reels and posts for Instagram using Adobe CS and Canva Pro, from photography and video editing to copywriting.
- Organized a library of 2000+ photos in Photoshelter, a digital asset management platform.
- Photographed events and exhibits.
- Placed orders with vendors for a poster and business cards on the Marketing's team's behalf.

## EDUCATION

### Parsons School of Design

Aug. 2019 – May 2023 | New York, NY.

- Bachelor of Fine Arts in Communication Design, with Honors
- Chinese Studies Minor
- Dean's List 2019-2023
- GPA: 3.9

## SKILLS

### Adobe Creative Suite

- Photoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects, Lightroom, Acrobat

### Figma

### Google Workspace

### Microsoft Office (365)

Wix

Mailchimp

Canva/Canva Pro

Basic HTML/CSS

Miro

Mural

Later

## LANGUAGES

### English

- Native/fluent

### Mandarin Chinese

- Beginner/basic