



Hello! My name is Michelle Chen

I am a brand, digital and user interface designer based in Boston, Massachusetts and I am dedicated to helping brands establish themselves in this new digital world we live in. It is my firm belief that learning is an lifelong pursuit and I thrive in creative yet challenging environments. I am always looking for the opportunity to help people realize their visions as well as push the boundaries of the narrative space. Beyond design, however, I am a passionate gamer, yoga-teacher, crafter, reader, illustrator, writer, and outdoors-enthusiast.

Skills

Software Proficiency

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe AfterEffects
Principle
Figma
Sketch
Various Content Management Systems

Skill Proficiency

Web Design
Brand Identity Design
UI Design
Print Design
Illustration
Basic Javascript and CSS
Fluent in Mandarin Chinese
Yoga Instructor (RYT-200)

Education

2009 - 2013

University of Oregon – Eugene, Oregon
Bachelor of Arts: Digital Art and Cinema Studies

Work Experience

2020 - Present

King Arthur Baking Company Graphic Designer

- Creating assets in-line with brand guidelines including: social media campaigns, packaging, promotional material, and various merchandises
- Concept and design of the Baking School Cookbook
- Aiding in digital design for the King Arthur Baking Company website

2018 - 2019

Emerge Interactive User Interface Designer

- User Interface design for various web and mobile applications.
- Website design for various clients including internal website re-design.
- Various internal design projects such as presentation, merchandise, infographic design

2014 - 2018

FINE Digital Designer

- Website design using a proprietary, open-sourced CMS. Websites are designed dynamically and functions responsively across a range of devices.
- Thoughtfully constructed brand identity design – designing logos and brand systems as well as producing collateral pieces and seeing projects through print production.
- Various illustration projects for internal use as well as client needs.

2013 - 2014

Anvil Northwest Associate Graphic Designer

- Website design and development using various Content Management Systems such as: Wordpress, Squarespace, and Joomla
- Print work including poster design, logo design, and brochure design.