Michelle
Chau Taylor

m@michechau.com

714 . 856 . 8985

www.MicheChau.com

Self-driven, professional and multi-talented Graphic Designer with extensive experience in digital and print design and photography. Has a creative mind strengthened by her strong technical abilities. Highly skilled in client and team relationships with exceptional communication, collaborative and interpersonal skills. Excels in a deadline-driven fast-paced environment, successfully managing a multitude of projects simultaneously.

PROFESSIONAL EXPERIENCE & KEY SUCCESSES

Jun/17 to Present

GRAPHIC DESIGNER
Ad Exchange Group &
affiliate **Branded Response Inc.,** Irvine, CA
Digital media brand agency
★ Graphic designer and acting Creative Director for multiple brands, spearheading the branding strategy and creatives. Designed websites & landing pages, Shopify stores, digital & printed media ads, email blast and packaging.

Mar/10 to May/16

GRAPHIC DESIGNER/ART DIRECTOR
GrubHub (acq. Restaurants on the Run) Aliso Viejo, CA
Corporate/residential food delivery
★ Developed/designed UX/UI for website, search result functionality & mobile app. Designed and coded website pages, microsites, print advertisements and social media/email/digital advertisements.

Jan/03 to Mar/10

GRAPHIC DESIGNER
DT Marketing Agency, Newport Beach, CA
Marketing agency focused in the restaurant industry
★ Senior designer to restaurant clients for print, billboards, POS advertisements, direct mailers, menus and all digital advertisements (website, social media ads, landing pages and email blasts).

Oct/07 to Oct/09

GRAPHIC DESIGNER/PHOTOGRAPHER
Stampington & Company Publications, Laguna Hills, CA
Arts & crafts publication with over 300 issues a year
★ Staged & photographed all art pieces for several life-style, craft, jewelry, & doll magazines. Designed several monthly publications, including all house advertisements.

California State University, Long Beach
Major: Graphic Design

California State University, Fullerton
Major: Computer Science

English
Vietnamese

Photography
Running
Reading/Audio Books
French Bulldogs :)
Sewing

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OTHER INDUSTRY EXPERIENCES

1.0 years	**Educational**, Corinthian Colleges
4 years	**CPAs & Mortgage Banking**, Squar Milner & Pacific Mortgage
1.5 years	**Structural Engineering Firm**, Thomas, Dean & Hoskins
2.0 years	**Architectural Design Firm**, William Hezmalhalch Architects
2.5 years	**In-Flight Entertainment Technology**, Thales IFE
10+ years	**Restaurant Industry**, Elephant Bar, Restaurants on the Run
5.0 years	**Wedding/Event/Food Photography**
2.5 years	**Non-Profit Church**, Calvary Chapel of Spokane, WA

PROFESSIONAL SKILLS

DIGITAL/WEB DESIGN

- Creative development with marketing team/client to establish vision, design concepts, and all marketing campaign elements
- Design websites from concept to launch, including storyboarding, wire-framing and prototyping
- Experience in creating impactful designs within client's brand identity by adhering to brand guidelines
- Skilled in the design of interactive websites, microsites, landing pages, email blasts and social media graphics
- Expert in data visualization, including spec sheets, instructional manuals, infographics, charts and graphs
- Experience in interactive responsive design for tablet and mobile
- Knowledgeable in user experience (UX) and user Interface (UI) design

PRINT

- Print production and prepress
- Identity package (logo, business cards, letterhead, envelope)
- Billboards, banners, POS ads, direct mailers, postcards, menus, brochures, sales slicks, newsletters, stickers, and packages
- Educational/instructional materials, magazine publications, advertisements, catalogs, media kits and sales packets

PHOTOGRAPHY/VIDEO

- Experience in staging, lighting, color correcting and retouching
- Professional Nikon DSLR still & video camera, lens & lighting equipment
- Audio and video editing using Premier Pro (beginner)
- Over13 years experience in commercial, product, food, event, portraits, and wedding photography

Microsoft Office ★★★★★
Adobe InDesign ★★★★★
Adobe Photoshop ★★★
Adobe Illustrator ★★
Adobe Dreamweaver ★★
Adobe Premier Pro ★
After Effects ★
Adobe Muse ★★
Sketch ★★★
Shopify ★★★★
HTML & CSS coding ★★

MAC OS & Windows
UX/UI Design
Responsive Design
Search Engine Optimization
Front-end programming
Data Visualization
Infographics & Charts
Instructional Catalog
Mobile App Design
InDesign Interactive
PowerPoint Animation
Brand Development
Multi-page catalog/books
Database Development
E-commerce
Social Media Platforms
Facebook Advertising