



Senior Brand Designer

MICHELLE KWON

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EDUCATION

Stanford University

Conferred 06.2016

BA: Art History

Minor: Art Practice

General Assembly

UX Design

07.2017–10.2017

Istituto Europeo di Design

Graphic Design

06.2015–07.2015

AWARDS

Top 100 CX

Watchlist 2021

Issued by

UserTesting

Phi Beta Kappa

Stanford Chapter

Honor Society

Grand Prize Winner

Hanmi Bank Photo

Competition

Selected Artist

All Tomorrow's

Parties Exhibitions

Selected Artist

IMAGES 2017

Exhibition

SKILLS

- Adobe Creative Suite, Figma, InVision, Keynote
- UX Design: Personas, Journey Maps, Wireframes
- Asana, JIRA, Salesforce, Trello

WORK

Modern Health • Senior Brand Designer

San Francisco, CA • 08.2021–01.2023

- Owned and managed the look + feel and consistency of Modern Health's visual brand.
- Led 2 rounds of rebranding our brand guidelines and website from start to finish (both in-house and with an agency) and co-hosted brand road shows for all departments.
- Developed brand identities for all campaigns and events, including our annual virtual event Elevate that amassed over 5000 attendees this past year.
- Hired and managed 3 contractors: 2 brand designers and 1 Webflow developer.
- Creative directed a photoshoot with Naomi Osaka from concept to application.
- Established design processes for our team and held creative reviews for marketing leads.

Modern Health • Brand Designer

San Francisco, CA • 07.2020–08.2021

As the only brand designer, I managed and led the development and consistency of all visual assets including web content, slide deck templates, one pagers, digital & print ads, billboards, email newsletters, event & campaign designs, product guides, and other requested collateral.

Salesforce • Graphic Designer (Contractor)

San Francisco, CA • 09.2019–06.2020

- Drove the design process and developed the official internal and external-facing graphic visualization for Salesforce's agile process.
- Created graphic assets for Tech, Marketing, and Product (TMP) and Content Experience (CCX) teams, including logos, Trailhead graphics, diagrams, infographics, email banners, and icons under tight deadlines while managing and prioritizing stakeholder needs.

Indiegogo • Brand Designer (Contractor)

San Francisco, CA • 11.2018–06.2020

- Led brand design as the sole brand designer since June 2019.
- Collaborated cross-functionally with Marketing, Sales, and project managers.
- Headed redesigns for case study, sell sheet, Google slide, and letterhead templates from initial conception to final rollout.
- Designed the UI/UX + brand for entire campaign pages for customers/entrepreneurs.
- Produced all infographics, events + marketing assets, and other design assets.

Ascend • UI/UX Designer

San Jose, CA • 07.2018–08.2019

- Led UI/UX design for the entire Ascend product, including websites and mobile app, as the sole designer.
- Spearheaded all branding for Ascend, including official logo, graphics, marketing assets, infographics, and welcome guide.

LiveAction • Senior Digital Marketing Specialist

Palo Alto, CA • 06.2016–10.2018

- Designed the product icon for LiveAction's updated software, LiveNX v6.0.1, T-shirts, laptop skin graphics, and badge icons.
- Project managed the integration of an acquired product, LiveSP. Leveraged project management tools and best practices to create a project plan and track progress.
- Developed events and newsletter email campaigns, email templates, and social media content to boost brand awareness and generate leads.
- Managed the entire back-end logistics for all internal and external corporate events, including Cisco Live EMEA, RSA, and partner events.