



Michelle Young

Graphic Designer

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Me

With over 15 years of experience in brand creation, visual storytelling, and illustration, I am a seasoned graphic designer and illustrator known for my adaptability to diverse briefs and my ability to bring brands to life. Having honed my craft both in-house and at award-winning design agencies, I have a proven track record of delivering impactful and visually compelling designs that resonate with audiences. My passion for creativity and my keen eye for detail have allowed me to create memorable brand experiences across various industries.

Skills

Excellent knowledge Adobe Creative Cloud Suite with a basic understanding of Blender 3D and After effects.

Employment History

Current: Freelance Graphic Designer & Illustrator

I've taken the leap into the freelance world with a desire to work with and create brands and bring them to the global market. I have a huge passion for design and how it can help shape the world so taking this step to enjoy what I do more.

Previous: Asurafin

Senior Designer
March 2023 - January 2024

As a growing company in the fintech sector I was brought on board to define the companies brand and presence in the market. As the brand custodian I am responsible to ensure all creative output is consistent. Within this role an opportunity arose to gain knowledge in 3D and animation to elevate the brand style and to story tell the offering.

Previous: MadeBrave

Designer
July 2018 - March 2023

MadeBrave exists to inspire creativity in everyone and that means helping clients and colleagues create world class visual communications. Working closely with the team to interpret clients briefs using strategic direction into impactful creative ideas of the highest standard. Creating design for a variety of projects including brand, advertising, print material, animations and social campaigns.

Clients include: Medtronic, First Bus, Sanlam, Velux, Vets Now, Diageo, Magners, Vango, HIG.

Previous: Multiply Design Agency

Creative Artworker
October 2017 - July 2018

Multiply is a communications agency specialising in brand, digital and shopper and within the studio I formed part of a team to enhance clients needs within these areas. This includes: in-store disruptive displays, POS design, online advertising and social campaigns, window campaigns and illustration. I also formed part of the artworking team to ensure accuracy in all standards of artwork prior to going to print.

Clients include: Whyte & Mackay, Tennents, Heinz, Johnson & Johnson.

Previous: Full Circle Design Ltd

Senior Graphic Designer
November 2015 - August 2017
Career break 1 year in New Zealand
March 2008 - September 2014

Full Circle was a busy and successful design, marketing and communications studio with expertise and experience in the drinks arena. Working in a busy and diverse studio, as the senior designer I was responsible for ensuring every project coming through the studio is completed to fulfil the clients brief within time and budget, while maintaining a collaborative environment with the rest of the design team. Other in house roles include the daily running of the studio, train, support and brief staff on current and new projects, attended design exhibitions as a representative of full circle and dealing with clients day to day requirements.

Clients include: Inver House Distillers which includes Old Pulteney Single Malt Whisky, anCnoc Single Malt Whisky, Speyburn Single Malt Whisky, Balblair Single Malt Whisky, Caorunn Gin.

Previous: Kathmandu (New Zealand)

Graphic Designer
January 2015 - September 2015

Took a career break to travel and work in New Zealand where I had the opportunity to work on designing and creating patterns that would eventually be rolled out throughout the new seasons clothing range. Other duties included illustrating instruction manuals for various pieces of equipment (e.g.tents, backpacks, travel essentials) and to take a look at how the company could become more environmentally friendly through their future packaging.