

MICHELLE JIEUN SONG
Rhode Island School of Design
BFA Graphic Design | Honors

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EXPERIENCE

FÊTE NY

Graphic Designer &
Digital Content Creator
Jun 2023 - Mar 2025 | NY

- Designed and executed event creative for luxury, lifestyle, and corporate brand activations, including **Tony Awards, United Nations General Assembly, and White House.**
- Produced large-scale event graphics, signage, digital/print collateral, packaging, and experiential installation to elevate brand campaigns. Edited photos and videos for internal and client-facing.
- Led creative direction for Fête's lifestyle store, producing apparel, home goods marketing materials, seasonal campaigns, and social-first content.
- Produced viral content that significantly increased engagement across TikTok and Instagram, achieving up to **30.5k views** per reel. Drove a **850x increase** in TikTok views, **1,425% growth** in Instagram Reel views, and **10x+ engagement** boost on posts.
- **Press: The New York Times, Business Insider, New York Post**

Canary Technologies

Freelance Digital Designer
May 2023 | Remote

- Delivered 100+ digital and print-ready assets within three days for hospitality SaaS platforms, including clients like **Marriott** and **Hilton**, adhering to strict brand guidelines.
- Refined and expanded visual identity systems for digital signage, guest-facing collateral, and interface elements within Canary's hotel tech ecosystem.

View Source Studio

Creative Design Intern
Jun 2022 - Aug 2022 | NY

- Designed branding assets, UI/UX wireframes, e-commerce layouts, and social content for fashion and lifestyle clients, including **Edie Parker** and **Bandit Running.**
- Supported product launch campaigns that achieved up to **17K+ views** per Instagram reel.
- Assisted with packaging, print, and brand activations while maintaining visual cohesion.

WBRU Radio

Creative Manager
& Video Producer
Sep 2021 - May 2023 | RI

- Produced a weekly YouTube concert series, leading photography, lighting, and set design.
- Edited and optimized content for TikTok and Instagram Reels, achieving a **200x increase** in YouTube views and **67x growth** in short-form content engagement.
- Coordinated and scheduled artist features to boost community engagement and visibility.

The Indy Magazine

Editorial Designer
May 2021 - May 2023 | RI

- Designed covers, weekly editorial spreads, and social campaigns for RISD & Brown's student-run publication, ensuring cohesive visual storytelling across print and digital.
- Collaborated with editors and writers to ensure consistency in typography, layout, and storytelling.

Fashion @ Brown

Photographer &
Digital Content Creator
Sep 2020 - May 2023 | RI

- Directed fashion shoots for print, digital, and social media for Brown University's annual Fashion Week.
- Produced editorial campaigns reflecting emerging fashion trends, boosting attendance and digital reach. Aligned editorial layout with show themes and brand identity.
- Created Instagram posts and stories to promote the fashion show, strengthen visual voice, and build a consistent brand presence across digital channels.

Freelance Clients

Designer & Art Director
Sep 2020 - Present | RI, NY

- Created branding, digital/social campaigns, and motion graphics for musicians and fashion brands.
- Produced and edited album covers and digital assets for musicians, achieving **1.2M+ streams** and **700K listeners** across **172 countries** on Spotify.

SOFTWARE

Adobe Creative Suite
(Photoshop, Illustrator,
InDesign, Premiere Pro,
After Effects) · Figma ·
Final Cut Pro · Cinema 4D

SKILLS

Art Direction · Campaign Development · Brand Identity · Typography · Layout · Digital +
Print Design/Production · Packaging · Environmental Graphics · UI/UX · E-commerce ·
Social Media & Content · Video & Photo Editing/Production · Motion Graphics · Editorial ·
3D Modeling · Fine Arts · Risograph Printing · Screen Printing · Laser Cutting