

Michelle Tang / GRAPHIC DESIGNER

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Seasoned graphic designer with more than fifteen years experience in the United Nations and the private sector. Excellent knowledge of new technologies in print and digital platforms. Skilled at evaluating the needs of every project and targeting the design to the right audience. Strong judgement and decision-making with efficient work methodology. Organized and dependable with excellent planning skills. Effective communicator with a professional and positive attitude. Ability to work with colleagues from different cultural backgrounds. Ability to juggle a heavy and varied work load without missing deadlines.

WORK EXPERIENCE

International Fund for Agricultural Development (IFAD), Rome, Italy

Graphic Designer (May 2009 to Present)

- Provide graphic design expertise in IFAD's print and digital programme of work.
- Conceptualize, design and produce high profile graphic communication materials promoting and supporting IFAD's vision, work and values.
- Design publications, fact sheets, annual reports, infographics, posters, fliers, interior decorations, and event graphics such as posters, chronos, invites, banners, screen graphics, logos. Design work in IFAD official languages (Arabic, English, French and Spanish).
- Redesign of IFAD's brand and visual identity in 2014, including corporate tagline, colours and logo. Produced corporate visual identity guidelines and communications toolkit. Designs include graphic material for IFAD country offices and field presence.
- Design graphics for IFAD's social media platforms and new website pages.
- Design graphic materials and infographics to support IFAD's replenishment campaign. Work closely with Partnerships and Resource Mobilization division and senior management to design campaign packages for donor countries.
- Involved in IFAD's first reputational survey, to study IFAD's familiarity and visibility in project countries.
- Exercise independent judgement, take decisions and be responsible for specific graphic communication projects from briefing through creative development to production and delivery for distribution, in a variety of formats for a wide variety of audiences.
- Provide training to IFAD staff on corporate visual identity, branding and logo and template use. Provide graphic design guidance to video and web colleagues.
- Work closely with the Communications Field Team to develop graphic materials for field offices and projects. Design templates for staff use to individually produce design content. Microsoft Word and Powerpoint templates are customized with IFAD branding and training provided to ensure adherence to IFAD corporate style.
- Developed graphic design guidelines and timelines for all graphic design work, to share with IFAD staff for more efficient collaboration.
- Contribute to production scheduling for complex institutional and interagency communication initiatives and projects.
- Organize and deliver design concept and production presentations, providing graphic communication and technical assessments, options and recommendations.
- Establish, build and maintain supportive relationships and networks within and outside of IFAD to ensure the delivery of accurate and effective graphic communication materials.
- Initiate and follow up on the provision all components required in the production of graphic communication materials including photography, production samples, production proofs and print checks.

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Food and Agriculture Organization of the United Nations (FAO), Rome, Italy

Graphic Designer (Short projects between 2011 - 2014)

- Design publications and knowledge management materials for Fisheries and Global Mechanism divisions.
- Provide guidance to designers on use of publication templates created.

Oxfam Novib, The Hague, Netherlands

Graphic Designer - 2011

- Design publications and promotional material for the Gender team in English and other official United Nations languages.

International Land Coalition (ILC), Rome, Italy

Graphic Designer (August 2009 - August 2010)

- Design publications and knowledge management products including the annual Assembly of Members Report
- Create and disseminate InDesign and Microsoft Word templates for field office use.

Freelance Graphic Designer, Rome, Italy

October 2000 to April 2009

- Freelance graphic designer for print and web projects. Company visual identity, logos and branding, websites, trade show presentations, store signage, art gallery posters and stationery kits.
- Clients from textile, fashion, manufacturing and high tech industries.

Times Mirror Magazines (now Bonnier Inc.), New York, NY, USA

Associate Art Director - June 1995 to September 2000

- Art direct and design Field & Stream Magazine, a hundred-year-old magazine with one million plus subscribers. Work with writers and editors to design an average of 92 editorial pages a month.
- Supervise Art Assistant and Production Assistant. Work closely with Photo Editor on photo selection and photo shoots in the field. Select and art direct all illustrations, digital art, maps and infographics. Part of design team to build magazine website.
- Complete redesign of the magazine in the year 2000.

Roger Black Inc, New York, NY, USA

Art Assistant - November 1994 to June 1995

- Redesign of Esquire Magazine, Crains NY Business, The Singapore Straits newspaper, Columbia University Magazine and Data Communications Magazine.

EDUCATION

Bachelor of Arts degree (BA), 1989, Occidental College, Los Angeles, CA, USA.

Major in Economics, Minor in Art

Certificate coursework in graphic design, photography, School of Visual Arts and Cooper Union, New York, NY, USA.

SKILLS

Excellent technical knowledge in Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat Professional). Aquafadas cross-platform app creation tool. Microsoft Office Suite.

LANGUAGES

Mother tongue: English and Chinese. Basic knowledge: French (GCSC O'level certification)