

MICHELLE MO

732-799-8810 | michellefaithmo@gmail.com | michellefaithmo.com | [LinkedIn](#)

SKILLS

Technical: Figma · Sketch · Miro · Adobe XD · Tableau · InVision · Marvel · ProtoPie · Procreate · Balsamiq · Canva
WordPress · Qualtrics · Jira · Illustrator · Photoshop · Lightroom · InDesign · Slack · Trello · Microsoft Office · CapCut · Acrobat
Skills: UX/UI Design · Graphic Design · User Research · Wireframing · Prototyping · Digital & Print Design · Web Design ·
Journey Mapping · Information Architecture · Persona Development · Usability Testing · Digital Illustrations · Branding ·
Typography · SEO & Digital Marketing · Social Media Design · User Interviews · Project Management · Photo Editing
Languages: English (Native), Mandarin Chinese (Proficient), Cantonese (Conversational)

EDUCATION

MASTER OF BUSINESS AND SCIENCE IN USER EXPERIENCE DESIGN May 2024
Rutgers University - New Brunswick

BACHELOR OF ARTS IN COMMUNICATIONS (PUBLIC RELATIONS CONCENTRATION) May 2021
Rutgers University - New Brunswick

EXPERIENCE

NYCPCD, INC | GRAPHIC DESIGNER Remote | Jan 2024 - Present

- Create complete CD packaging (front, back, and inner covers) for the latest albums using Adobe InDesign and Photoshop.
- Select color, typography, and layout to align with the visual legacy of past NYCPCD albums.
- Finalized track listing and credits with producers to align with art direction and production, boosting Spotify listeners to 20K/month.

DR. LIN-TANG, MD | COMMUNICATIONS DESIGNER & SPECIALIST Warren, NJ | July 2024 - Jan 2025

- Designed patient-facing healthcare materials, both digital and print, ensuring clarity and accessibility for diverse audiences.
- Managed internal communications, scheduling, records, billing, and insurance for 1,000+ patients.
- Assessed and documented vital signs, including height, weight, body mass index (BMI), hearing, and vision.

ECPAT-USA | UX/UI DESIGNER & TEAM LEAD New Brunswick, NJ | Jan 2023 - May 2023

- Led a design team of 4 to enhance accessibility of child trafficking information by advancing the development of the Rutgers ECPAT (End Child Prostitution and Trafficking) website.
- Conducted in-depth research on child trafficking tactics and collaborated with geographic information system (GIS) experts to equip transit leaders and non-profit partners with critical, data-driven insights for prevention efforts.
- Refined the user interface of the Rutgers ECPAT WordPress website using Figma and Adobe Illustrator.

RUTGERS UNIVERSITY- NEW BRUNSWICK | VISUAL DESIGNER New Brunswick, NJ | Sept 2022 - Dec 2022

- Designed a mobile application with a team of 10 to provide real-time COVID-19 updates for 50,000+ students and staff.
- Developed an intuitive UI in Figma to enhance visual design, user satisfaction, retention rates, and accessibility.
- Optimized data synchronization by integrating Rutgers' COVID-19 web infrastructure with the mobile platform.

GLITTER MAGAZINE, SOEURS MEDIA GROUP | EDITORIAL INTERN Remote | May 2020 - Aug 2020

- Monitored media and content performance while producing internal communications and publishing 5–10 weekly articles on entertainment, fashion, and pop culture and oversaw celebrity photo approvals for social media platforms.
- Curated monthly digital editions and magazine covers using InDesign and Photoshop.
- Boosted engagement by 200% across Facebook, Instagram, and X and hosted weekly IG Live interviews with rising artists and celebrities.

PUSH THE ENVELOPE PR | BEAUTY & FASHION PR INTERN Freehold, NJ | Jan 2020 - April 2020

- Collaborated with publicists to pitch editors and develop media-friendly content while managing media lists and analyzing 100+ articles weekly to support PR outreach on style trends and beauty habits.
- Strengthened client-PR specialist relationships to identify marketing opportunities aligned with brand and sales goals.
- Coordinated PR product inventory weekly, managing 100+ client samples to ensure timely distribution and tracking.

LEADERSHIP & AWARDS

CREATIVE X | CREATERU 2023 ANNUAL DESIGN HACKATHON WINNER April 2023
Developed an application designed to enhance the physical and mental well-being of Rutgers students

RUTGERS CHRISTIANS ON CAMPUS | PUBLIC RELATIONS & SOCIAL MEDIA COORDINATOR Sept 2017 - May 2024
Designed & promoted digital content including webpages, social media graphics, infographics, newsletters, e-mails, ads and merchandise, boosting social media engagement by 400%, while managing RSVPs, registration, and event setup across campus and statewide locations.