



# Michelle Lee

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## Work Experience

**Learning Solutions Analyst & Multimedia Design Lead** - **2/07 – present**  
HSBC Canada (Vancouver, BC)

Lead, manage and design e-learning projects from start to finish including requirements analysis, cost estimation, project scheduling, resource management, instructional design, multimedia design and communications with internal clients and work teams in various time zones across the globe. Lead creative direction of design team and support marketing of global training programs and intranet site for HTS Academy.

**Learning & Development Specialist** - HSBC USA (Chicago, IL) **4/03 – 2/07**

Served as design consultant to Consumer Lending Learning & Development and HR. Responsibilities included designing brochures, posters, logos, presentations, training materials, newsletters, web graphics and interfaces of online courses. Designed simple yet engaging e-learning game activities. Managed branch operations intranet site for over 13,000 employees and worked on remediation of site to improve usability. Photographed awards ceremonies, conference events and branches for use in internal publicity materials and online training programs.

**Marketing and Sales** - Express Technologies Corporation (DePere, WI) **5/02 – 4/03**

Redesigned identity materials to strengthen presence in the international and domestic markets. Created banner ads featured on NASDAQ.com and optimized web site to improve search engine rankings. Wrote e-newsletters and created press releases announcing product upgrades. Worked on product design and branding with team in China.

**Asian American Month Coordinator & Graphic Designer** - **2/00 – 2/02**

Asian American Student Union (Madison, WI)  
Responsibilities included the marketing, design and branding of the AA Month and Film Festival as well as organizing events that included speakers, filmmakers and performers for students and staff on campus.

**Web & Graphic Designer** - UW Dance Program (Madison, WI) **9/00 – 9/01**

Maintained web site and designed posters, flyers, invitations and advertisements for events. Photographed student concert auditions for use in publicity materials.

**Multimedia Designer** - UW Learning Innovations (Madison, WI) **1/01 – 5/01**

Designed and developed online employee training for dot COM companies.

## Technical Skills & Knowledge

Captivate, Dreamweaver, Fireworks, Flash, Framemaker, Illustrator, Lightroom, Photoshop, Acrobat, Premiere, After Effects, InDesign, Sound Forge, Teamsite, XHTML, CSS, Clarity, RBPM, DITA

## Education

**University of Wisconsin - Madison** **May 2001**

**Bachelor of Science Art** - Graphic Design

G.P.A. Cumulative: 3.7

**National Taiwan University** (Taipei, Taiwan) **6/00 – 8/00**

Chinese Language Studies Certificate

## International Skills & Experience

- Studied Chinese at UW-Madison and abroad at National Taiwan University
- Taught English at National Taiwan University
- Traveled throughout China, Hong Kong, and Taiwan
- Proficient in Cantonese and Mandarin