

MICHELLE NGO

Creative Consultant

A multi-layered creative producer, researcher, writer and problem solver in the fields of media, technology, marketing, and education with the aim to create great experiences

MULTIMEDIA SKILLS

Script and Copywriting
Film/Photo Producing
Film/Video Editing
Cinematography
Budgeting/Staffing
Workflow Manager
Customer Service
Lighting/Sound Recording
Multi-lingual (4 languages)
CMS Workflows

MULTIMEDIA TOOLS

Final Cut Pro Suite
Premiere Pro
AVID Media Composer
Prosumer Video Cameras
DSLRs

UX SKILLS

Video Ethnography
Qualitative Research
Competitive Analysis
Concept Generation
Persona Creation
User/Task Flow Creation
Wireframing
Prototyping
Usability Testing
Information Architecture
Basic HTML/CSS/JavaScript

UX TOOLS

Adobe Creative Suite
(Photoshop, Illustrator,
InDesign, After Effects)
Omnigraffle
Axure
Sketch
InVision
Pop/Flinto/Marvel
KeyNote/PowerPoint
WordPress

WORK EXPERIENCE

STORY ILLUMINATION (NYC, NY).....2003 – present
Founder - Freelance Film, Video, & TV Production, Writer, Editor & UX Consultant
Content Creation and Productions ranging from client/agency work to major TV/Film projects. Wearing many hats, my roles included:

- Create SOW and manage projects start to finish
- Educate clients of film production process and big picture scenarios
- Research, recruit interview subjects and target audience analysis
- Create story structures, campaigns and write/edit script content
- Staffing/coordination production teams and field producing
- Lead production and post-production teams for projects
- Edit rough cuts, organize and conduct test screening sessions
- Provide Final Deliverables and success metrics for content
- Create and execute outreach/promotion strategy and tools

CLIENTS include:

Memorial Sloan Kettering Cancer Center
Humane Society of New York
Episcopal Church Nat'l HQ & more

AGENCY WORK include:

Porter Novelli PR
Havas Health
Fleishman Hillard

NOTABLE FILMS/TV WORKS

Monster in the Mind (2016, Sheffield UK Doc/Fest), Baja's Secret Miracle (2015, Viewster Audience Award), She's Beautiful When She's Angry (2014, Boston IFF Audience Award), Lenny Cooke (2014, ESPN & Showtime), Moms Mabley (2013, HBO), The Betrayal-Nerakhoon (2009 Oscar nomination and 2010 Primetime Emmy Winner), End of America (2008 Sheffield UK Doc/Fest)

MRM - MCCANN (NYC, NY) Dec 2015 – Dec 2017
Freelance Broadcast Producer, Copywriter & Art Director

- CLIENTS: Verizon*, USPS*, ETS, Microsoft, and Oppenheimer Funds*
- Projects range from digital video, radio spots, augmented reality, and interactive websites
- Work with various stakeholder and third party vendor partnerships

*2017 Cleo Honorable Mention, 2017 DMA Echo Award, and 2016 Financial Communications Society Portfolio award, DMA Echo Award, and Clio honorable mentioned

ZEARN, INC (NYC, NY)Jan 2015 – Mar 2015
Junior UX/UI Designer

Education Tech Start-up building web platform for grade K-6 math lessons based on the Common Core curriculum.

- Create site map, user flows, wireframes, and design
- Conduct competitor's heuristic analysis and reports

TRIPSCANNER (NYC, NY)July 2014 - Aug 2014
UX Research and Designer (General Assembly Client Project)

Travel Tech Start-up providing price scanning for business travel

BOOMGEN STUDIOS (Brooklyn, NY) Aug 2011 - May 2012
Social Media and Operations Manager

BoomGen Studios is a storytelling incubator for transmedia projects.

My role spanned in these arenas: project management, competitor research and analysis, information architecture, design studio, prototype testing, and creating and using digital tools for Social Media campaigns

PROJECTS

All-American Muslim (Aired on TLC and ranked #1 on TV Guides Social Media Power list), Operation Ajax and Rostam (iPad graphic novel)

MICHELLE NGO

Creative Producer/Writer

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EDUCATION BACKGROUND

+ ACUMEN & IDEO.ORG COURSE

Human-Centered Design
Winter 2015

GENERAL ASSEMBLY- NYC

User Experience Design
Immersive – Summer 2014

UNIVERSITY OF TEXAS- AUSTIN

B.A Psychology – 2000

AWARDS

STONY BROOK UNIVERSITY & KILLER FILMS

2013 Scholarship Recipient
for the 20/20/20 film
program

OTHER PAST WORK

- Webcasting Professional in financial sector (Talkpoint & BrightTalk)
- Broadcast News Producer (ABC Newsone Southwest Bureau, AP, NNS)
- Writer & photo editor for print publications (*Oprah Magazine*, *Asian Food Journal-NYC*, *Hiragana Times* in Tokyo, JAPAN)
- Taught ESL in Japan for three years
- Public Relations for DrKoop.com and Thought Interactive

ASSOCIATIONS & VOLUNTEER ORGANIZATIONS

UX Labs (NYC)

In-person forum for UX professionals in NYC area

New York Women In Film and Television

Professional Organization for women working in media

- Volunteer for "Women in Film" archives

Moving Picture Collective (MoPictive) - NYC

Professional Organization for media professionals in the Tri-State area

- Former board member
- Obtained a \$2000 grant for the organization from the Lower Manhattan Cultural Council for a Show and Tell screening series

SJI-USA (Soka Gakkai International)

Soka Gakkai meaning "value-creation" is a national organization to promote peace, culture, and education through various events and dialogues.

- District Women Division Leader (multiple district awards earned)
- Volunteer Media Producer, Camera, and Editor
- Fife and Drum Performing group
- Volunteer Bookstore Staff
- Behind-the-scenes support staff on large events