

MICHAEL SUEN

CONTACT

 MICHAEL@SUENLABS.COM

 @POETICHENTAI

 FACEBOOK.COM/MSUEN

 WHOISMICHAELSUEN.COM

RELEVANT SKILLS

Languages

English, Mandarin, Cantonese (conversational)

Technical Tools & Skills

Adobe Creative Suite, Sketch, Balsamiq, Final Cut, Marvel, Keynote, Git, HTML5, CSS3, Sass, PHP (basic), JavaScript (basic), Wordpress, Bootstrap, Foundation, Pure.css

Interests (By Day)

Brand identity, digital strategy, interaction design, participatory culture, prototyping, storytelling, transmedia, user experience, user interface, user research, visual design, virality, wireframing

Interests (By Night)

Animation, movies, comic books, e-learning, exercise, game design, illustration, productivity, science fiction, table tennis, writing

EXPERIENCE

Owner at Suen Labs (2014-)

- Web and product design for startups and small businesses. Specializing in playful, creative branding and interactions that enable companies to better connect with their audiences.

Web Producer at Learning Games Network (2012-2013)

- Drove design and production of branding assets, responsive websites, and mobile interfaces with teams of 1-4 designers and developers. Partners and sponsors include NewSchools Venture Fund, Hewlett Foundation, Gates Foundation, and the United Nations Alliance of Civilizations.
- Designed and user-tested wireframes and prototypes for XENOS (Gates-funded ESL game), QUANDARY (Game of the Year at Games For Change 2013), PLAYFUL LEARNING (knowledge base for teachers), and WORLD PEACE GAME (game by TED speaker John Hunter).

Copywriter at yU+co. [lab] (2011)

- Wrote, edited, and translated copy, collaborating with teams of 4-5 producers and creative technologists to concept and craft interactive real-time spatial experiences for clients including the Hong Kong Government and Sino Group.
- Rewrote and mocked up designs for company's portfolio book to better highlight its design services and to develop cohesive voice and aesthetic for yU+co. [hk] and yU+co. [lab]'s brands.

Editor-in-Chief at 21st Century Boy (2009-2011)

- Designed and launched one of Hong Kong's first English blogs about web culture and current affairs in Asia. Cited by TIME.com and Giant Robot, and invited by CNN Travel to first Hong Kong blogging event.
- Managed team of 10 writers based across Asia and US to produce over 400 stories, conduct blog outreach, and drive over 80,000 pageviews per month.

EDUCATION

Middlebury College, Middlebury, VT (2007-2011)

B.A. in English and American Literatures with Highest Honors; minor in Chinese. Advanced coursework in creative writing, comparative media studies, and video production