

email: hung.melanie@gmail.com
mobile: +886 975018597 (TW)
+86 13482384977 (CN)

MELANIE L. HUNG

LEED AP ID+C

EXPERIENCE

STARBUCKS COFFEE COMPANY SHANGHAI

Asst. Design Manager, Concept Team Store Interior & Graphic / present

Lead scopes of interior, graphic and product design for high profile, concept, new format stores. Create and implement new on-brand design strategy.

GENSLER SHANGHAI

Designer, Concept Strategist / Jan 2015 - Aug 2017

Collaborate with team to develop design concepts into 2D/3D visualizations. Express design stories through cohesive interior and graphic design packages

GENSLER LOS ANGELES

Interior Designer, Interior Technician / Jan 2014 - Jan 2015

Help visualize creative environments through 2D/3D drawings and renderings
Support team objectives with technical knowledge

VITA MOTUS DESIGN STUDIO LOS ANGELES

Design Intern / Jan-Apr 2013

Installation design and fabrication CAD production for Coachella 2013

ART CENTER COLLEGE OF DESIGN LOS ANGELES

Teaching Assistant / 2011-2012

Rhinoceros with V-Ray Class
Environmental Design Studio

L'OREAL DESIGN STORM LOS ANGELES

Selected Participant / Jun 2012

Branding and spatial design in collaboration with YouTube celebrity
Group work focused on spatial graphic design

MULLENLOWE GROUP (PREV. LOWE WORLD WIDE)

Advertising Intern and Translator / Jun-Aug 2008

Participate in various creative brainstorm sessions for Unilever (OMO)
Chinese to English / English to Chinese translator

ACHIEVEMENTS

STARBUCKS BRAVO! AWARD 2018

GENSLER SHANGHAI BUSY-BEE AWARD 2017

STEELCASE BIG BOSS SMART OFFICE DESIGN 2ND PLACE 2015

Lead and development spatial design, tailor project's graphic design persona

PASADENA NOW NEWS - IN FOCUS (USA) Dec 14, 2013

No More Space Exhibition Project featured in magazine article

AXIS MAGAZINE (JAPAN) VOL. 162 April Issue 2013

Pacific Rim - Tsugi Seating featured in magazine

4 HOURS SOLID EXHIBITION SELECTED DESIGNER 2012

ART CENTER COLLEGE OF DESIGN PROVOST'S LIST 2011-2013

ACCD MERIT-BASED SCHOLARSHIP AWARD 2011-2013

EIGHT INC. SCHOLARSHIP AWARD 2011-2013

NATIONAL ART HONOR SOCIETY STUDENT PRESIDENT 2008-2009

SKILLS

SOFTWARE

Rhinoceros with V-Ray / Adobe Photoshop, Illustrator InDesign, After Effects / Google SketchUp / AutoCAD / Microsoft PowerPoint, Word, Excel / Apple Keynote

LANGUAGES

Fluent and written English / Mandarin Chinese

RECENT PROJECTS

STARBUCKS COFFEE COMPANY SHANGHAI

Design and Realization of first four global Starbucks NOW delivery store
Barista's Order Optimization User Interface Design for In-Store and Delivery
Digitalization of In-Store Experiences and Fixtures
Lead v.1 Future Starbucks Store Interior Design Palette Concept and Direction
Lead Pet-Friendly Outdoor Area Furniture and Branding Collection
Starbucks Reserve Interior Signage and Graphic Design
Lead Investor Day Store Design Dept. Floor Installation
Lead Artwork and Environmental Graphics for various high-profile stores
Various Starbucks Artwork and Design Standardization
Lead Graphic Design and Coordinate Production of Store Design Yearbooks
Ice Cream Bar Standard Roll-Out
R+ Store Handheld Menu Design
Lead Starbucks Gift Notebook Design
Ideation and Concept Direction of Confidential Collab Project
Facade Design Standard Package Graphic Design Direction

PRIOR CLIENTS AND DESIGN PROJECTS

Ant Financial / Spatial Concept Package Design
Alibaba/ Visitor Center Hangzhou Interior Design
Bayer / Shanghai Offices' Interior Design and Graphics Design
Cedars-Sinai Medical Center / User Experience Wayfinding Design
City of Hope Rivergrade / Multi-story Installation Design
Duff & Phelps / Interior Renovation
Gafcon - Brand and Culture / Environmental Graphics Design
Herbalife / Interiors Schematic Design
Hong Qiao Hub / T1-T9 Lobby Schematic Design
Hyundai Card / Understage Music Library Schematic Design
Hyundai Card / UX Lab Schematic Design
Hyundai Capital / Hyundai Capital Street Schematic Design
KIC Coworking Space / Interior Design
Lennar Corporation / Lennar Co-Working Space Branding Design
Mayfair Hotel / Signage Design
Össur Prosthetics / Interior Design & Display Design & Graphic Direction
PIMCO / Corporate Headquarters Graphic Design
SCE Zhong Jun / Shanghai Sales Center Concept Design
SF Express Hangzhou Innovation Center / Concept Design
Unilever OMO Detergent / Concept Development
Union Patsaouras Plaza Busway Station / Signage Design

EDUCATION

ART CENTER COLLEGE OF DESIGN

PASADENA / CALIFORNIA/ USA
Environmental Design / Bachelor of Science with Honors 2013

TAMA ART UNIVERSITY

HACHIOJI / TOKYO / JAPAN
Pacific Rim / Study Abroad Program 2012