

MICHELLE LIU

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EDUCATION

University of Auckland

Bachelor of Commerce/ Bachelor Of Design (Conjoint)
(Feb 2025 - Present)

- Commerce: Marketing and Information Systems
- Design

St Oran's College
(2018 - 2024)

Year 13 Peer Support Leader

- Supported and mentored younger students, contributing to a positive and inclusive school environment.

Year 13 Camp Leader (Year 7 camp)

- Supervised and assisted Year 7 students throughout camp activities, including leading games, accompanying students between activities and supporting the wider camp programme.

SKILLS

Design

UX/UI · Visual Communication · Branding · Motion Graphics · Social Media Design · Visual Storytelling

Software

Figma · After Effects · Illustrator · Photoshop

Professional

Creative Team Leadership · Project Coordination · Organisation · Customer Service

EXPERIENCE

UOA Film Society

Creative Design Lead
(March 2026 -Present)

- Lead the Creative Design team, delegating design tasks and coordinating creative work to support the Film Society's events and communications.
- Design social media posts and promotional content for the Film Society across Instagram and other digital channels, maintaining a consistent visual identity.
- Collaborate with the wider committee on promotional campaigns and event communications, translating ideas into engaging visual content.
- Assist with event planning, screening set-up and general administration, contributing to the smooth running of Film Society events.

Hutt City New World

Barista
May 2023 - Feb 2026

- Prepared and served 60–80+ drinks during busy shifts, including coffees, teas and smoothies, while maintaining quality and accuracy during peak periods.
- Accurately took and managed customer orders across a range of beverages and cabinet foods in a fast-paced, high-volume environment.
- Multitasked across drink preparation, customer service and order management to maintain efficient service during rush periods.
- Completed opening and closing procedures, including cash handling, deposits, cleaning protocols and workspace preparation.

Lotto Operator
May 2023 - Feb 2026

- Trained as a Lotto Operator and trusted to independently complete opening and closing procedures, including manually counting and reconciling cash and completing end-of-day deposits.
- Assisted customers with Lotto and ticket purchases while following age-verification requirements for Instant Kiwi Scratchies.

Checkout Assistant
Aug 2022 - Feb 2026

- Delivered friendly and efficient customer service by greeting customers, accurately scanning and packing purchases, and processing transactions.
- Handled cash and POS payment systems while maintaining accuracy and efficiency during busy periods.