



RIVER LIU VISUAL DESIGNER

MOBILE

415. 5899. 195

EMAIL

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WEBSITE

www.riverliu.design

OBJECTIVE

With a strong background in graphic design, UI/UX, and marketing, I am committed to creating visually stunning visuals and providing valuable contributions to your brand's success.

EXPERIENCE

Lead graphic designer (Full time) / 2020-Present

2.7 August apparel, Los Angeles, CA

- Web Design: Collaborated with developers to craft visually enticing UI/UX designs for e-commerce websites, amplifying sales and boosting online traffic.
- E-commerce Brand Enhancement: Partnered with marketing teams to revamp and optimize brand identity, establish comprehensive e-commerce branding guidelines, and foster sustainable growth by elevating brand competitiveness and customer loyalty.
- Visual Content Creation: Worked in synergy with cross-functional teams to produce engaging digital, social media assets, and print materials that resonate with current e-commerce trends and brand image, leading to increased exposure and overall brand prosperity.
- Product Photography Collaboration: Conceived captivating concepts, offered innovative ideas for product displays, and actively engaged in photoshoot collaborations to generate powerful visuals for all digital marketing materials.

Contract graphic designer / 2020-Present

Convoso, Los Angeles, CA

- Designed brand elements and case study templates to enhance brand recognition.

Graphic designer (Intern) / 2020-2021

goPOP FILMS, Los Angeles, CA

- Created posters and merchandise for movie premieres.
- Create digital, social media assets for intern program.

Graphic designer (Intern) / 2014-2015

He Zhi Wu Fang Design Studio, China

- Designed logos, print materials, and digital content.
- Edited and retouched images.

EDUCATION

MA, Graphic Design & Digital Media / 2020

Academy of Art University, San Francisco, CA

Exchange student, Visual Art Design / 2016

Ming Chuan University, Taiwan

BFA, Visual Art Design / 2016

Guangxi Arts University, Nanning, China

AWARDS

2022

- A-design Award-Silver Winner
- C2A-Creative Communication Award winner
- MUSE Creative Awards-Platinum Winner
- MUSE Creative Awards-Silver Winner
- Vega Digital Awards-Centauri Winner-Website & Mobile Sites - Best Visual Design/Fashion
- 59th GDUSA Design Awards-Branding and Identity
- 59th GDUSA Design Awards-Logo Design
- Creative Quarterly 70th

2015

- National Advertising Art Design Competition
- Students' indigenous poster design competition

2014

- Platinum Award

2013

- National Advertising Art Design Competition

PUBLICATIONS

2023

- Downgraf-Apr 9, online
- FASHION SIZZLE-May 23, online

2022

- News.Sina-Dec 6, online
- Voyagela-Nov 7, online
- Shoutoutla-Dec 19, online
- Artdaily-Feb 24, online

SKILLS

Graphic Design, Typography, Branding, Packaging, Print Design, Illustration, Adobe Creative Suite, Video editing, Motion graphics, UI/UX, Shopify

SOFTWARE

Id/Ps/Xd/Ai/Ae/Pr/Lr/ Microsoft Office/Sketch/ Procreate/Figma/Shopify

LANGUAGES

English
Mandarin