

HE LIU

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EDUCATION

Academy of Art University, San Francisco, USA
Master's Degree in Graphic Design & Digital Media

Sept. 2018 - May. 2020

Ming Chuan University, Taoyuan, Taiwan, China
Bachelor of Visual Art Design (Exchange Program)

Sept. 2015 - Jan. 2016

Guangxi Arts University, Nanning, China
Bachelor of Visual Art Design

Sept. 2015 - July. 2016

SKILLS

- **Language:** English (advance), Chinese (advance)
- **Technical Skills:** Graphic Design, Typography, Branding, Packaging, Print Design, Illustration, Video Editing, Motion Graphics, UI/UX, AI-assisted Design
- **Software:** Adobe Creative Suite (Id, Ps, Ai, Ae, Pr, Xd, Lr), Figma, Procreate, Sketch, Glyphs, Canva, Microsoft Office
- **AI Tools:** Midjourney, Stable Diffusion, ComfyUI, Adobe Firefly, Runway Gen-2, Kaiber, Nano Banana Pro, Gemini 3
- **Platforms:** Shopify, Meta Ads, Google Ads, Instagram/Facebook, Pinterest, YouTube
- **Coursework Highlights:** Visual & Digital Graphics, Typography & Type Systems, User Experience & Interaction Design, Animation & 3D Motion

WORK EXPERIENCES

Lead Visual Designer & Brand Manager

Nov. 2020-Present

2.7 August apparel, Los Angeles, CA, USA

- Spearheaded the design team to formulate and execute comprehensive brand marketing strategies, collaborating with the marketing department to optimize digital channels in SEO, email marketing, social media, and affiliate programs. Navigated the brand's growth from its initial website launch, enhancing overall sales by 1.8K%.
- Designed and Developed a new brand website, creating engaging UI/UX designs that secured a 539% increase in online store conversion rates. The independently designed brand website was awarded the 2023 Vega Award for Best Fashion and Visual Web Design. Collaborated with the fashion design team and influencers to create captivating digital assets, which created a 661% increase in mainstream media traffic, a 71% increase in YouTube traffic, and a 5.6k% increase in Pinterest traffic.
- Rebranded and Optimized the brand image, leading the team to devise a comprehensive e-commerce brand guide. These initiatives enhanced the brand's digital influence and customer loyalty, piloting an increase in total sales and a 271% rise in customer retention. Actively participated in product photography collaborations, contributing innovative ideas for visual effects in digital marketing materials.
- Reviewed and Created digital content for e-commerce websites, including conceptual shoots and advertising creatives. Led the creative team to draft SEO-optimized content and formulated brand guidelines to ensure clear communication.

Contract graphic designer

Mar. 2020-Present

Convoso, Los Angeles, CA, USA

- Devised and engineered brand elements and drafted case study templates to enhance brand recognition.

Graphic Designer (Intern)

Aug. 2020-Nov 2021

goPOP FILMS, Los Angeles, CA, USA

- Assisted clients in formulating and engineering systematic brand VI/VX.
- Developed and created posters and merchandise for movie premieres.
- Crafted and designed digital and social media assets for the intern program.

AWARDS**2022-2024**

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

Vega Digital Awards-Centauri Winner-Website & Mobile Sites - Fashion

59th GDUSA Design Awards-Branding and Identity

59th GDUSA Design Awards-Logo Design

Creative Quarterly 70th

JURY**2024-2025**

SkillsUSA Florida State Leadership & Skills 2025

A' Design Award 2025

A' Design Award 2024

CERTIFICATIONS**2024-2025**

Design Business Index-A+++ Impressive Rating

World Top Artists-Creative-Best Artists Worldwide

Popular Designers-Most Popular Designers of The World

Designer Rankings-Best Designer of The World

DAC -World's Leading Designers-Graphics, Illustration and Visual Communication Design

EXHIBITIONS**2022-2025**

Artio Gallery-Interconnecting Lines-New York

https://issuu.com/artiogallery/docs/_interconnecting_lines_october_new_york_2025?fr=sMDIxMzg1Njk2MjA

Theholyart-Crossroads: A Collective Vision-Los Angeles

<https://www.theholyart.com/journal/los-angeles-show>

Visual Language of Mordernity - The International Artist Juried Exhibition

https://sasseartmuseum.org/exhibits2025-visual_language_of_modernity.htm

Sasse Museum of Art-Visual Language of Modernity

https://sasseartmuseum.org/exhibits2025-visual_language_of_modernity.htm

Harbin International Creative Design Week

A' Design Award Exhibition at MOOD

Hebei International Industrial Design Week a'design

Shenzhen International Industrial Design Week

The Body Language 2024 International Exhibition

<https://www.itsliquid.com/opening-bodyspaces-venice-2024.html>

Scenic - 2024 international smart art exhibition (Online)

<https://www.exhibizone.com/p/scenic2024.html?name=he-liu>

Unreal - 2024 artist call (Online)

<https://www.gallerium.art/p/unreal-2024.html?name=he-liu>

Lost- 2024 Group Exhibition(Online)

<https://www.gallerium.art/p/lost-2024.html?AW=AW127541672>

Venice International Art Fair 2024-Future Landscapes

<https://www.itsliquid.com/review-futurelandscapes-venice2024.html>

40x40 Exhibiton- In Love with the Wind

2023 Q4 Boundaries

<https://mp.weixin.qq.com/s/PUic2-N42ARKxI8eRuCI8g>

A-design Award

<https://competition.adesignaward.com/design.php?ID=145618>

C2A -Creative Communication Award

<https://www.c2award.com/winners/c2a/2022/5292/>

Creative Quarterly 70th

<https://cqjournal.com/gallery/70/liu-river-98943-01>

Muse Award

<https://museaward.com/winner-info.php?id=223899>

<https://museaward.com/winner-info.php?id=223900>

Vega Digital Awards

<https://vegaawards.com/winner-info.php?id=45080>

<https://vegaawards.com/winner-info.php?id=45079>

PRESS/PUBLICATIONS

2022-2025

Culturally Arts Collective "Modern Renaissance"

A60 Exhibition "L'Artista dell'Annuario d'Arte Contemporanea Cina-Italia"

<https://mp.weixin.qq.com/s/jXuXSob97nLSW7cDDmHTng>

Ifengus,"Visual Artist Liu He-Honoring Modernity with Hand-Drawn Art"

<https://ifengus.com/a/40119>

Art of Hearts Project, "studio visit book vol4"

Magnificentdesigners, "About He Liu"

<https://www.magnificentdesigners.com/magnificent-designer.php?id=338077#designers>

News.artron, "2023 Q4 Boundaries".

<https://news.artron.net/20231127/n127241.html>

Altiba9, "Painting, A Like Artist Vol. 3. Interview | He Liu"

<https://www.altiba9.com/platfrom-interviews-for-artists/he-liu-painting-mother-portrait>

Adesignaward, "Interview With He Liu"

<https://competition.adesignaward.com/designer-interview.php?profile=338077>

Designerinterviews, "We, As The Designer Interviews ("Di") Had The Distinct Pleasure And Opportunity To Interview Award-Winning, Most Creative And Innovative He Liu ("Hi")."

<https://competition.adesignaward.com/design-hero.php?profile=338077>

Design-Legends, "He Liu Design Legends Interview."

<https://www.design-legends.com/legendary-designer.php?ID=338077>

Voyagela, "Check Out River Liu's Story"

<http://voyagela.com/interview/check-out-river-lius-story/>

Shoutoutla, "Meet River Liu | Visual Designer"

<https://shoutoutla.com/meet-river-liu-visual-designer/>

News.sina, "Cutting-Edged Designer Liu He Won The 2022 Muse Design Awards Platinum Award".

<https://news.sina.com.cn/sx/2022-12-06/detail-imqgsmrp8761703.shtml>

Artdaily, "Award-Winning Designer Liu He Impresses With "Tibet Shannan" City Logo Design"

https://artdaily.cc/news/154932/award-winning-designer-liu-he-impresses-with--tibet-shannan--city-logo-design#.y_16d3bml-i

Muse.world, "Interview With The 2022 Muse Creative Awards Winner - River Liu"

<https://muse.world/interview-with-river-liu-from-united-states/>

Downgraf, "A New Approach To Fashion Web Design: Award-Winning Designer River Liu And The New Endless Rose"

<https://www.downgraf.com/all-articles/a-new-approach-to-fashion-web-design-award-winning-designer-river-liu-and-the-new-endless-rose/>

Fashion Sizzle, "Risen To Prominence: The Inspirational Journey Of An Outstanding Chinese Designer He Liu in the Global Arena"

<https://fashionsizzle.com/2023/05/23/risen-to-prominence-the-inspirational-journey-of-an-outstanding-chinese-designer-he-liu-in-the-global-arena/>