

River Liu

GRAPHIC DESIGNER

OBJECTIVE

As someone who has been educated and worked in graphic design and marketing for over years, I can help your brand create stunning visuals. With my powerful design skills and knack for marketing, I have the right background for your company's needs.

EXPERIENCE

Graphic designer (Full time) / 2020-Present

2.7 August apparel, Los Angeles, CA

- Co-work with developers to build brand websites, create more attractive UI/UX tailored to audience needs and brand identity to increase sales and drive more traffic.
- Work with fashion teams to rebrand, create brand guidelines in a clear manner, help each team plan more brand-competitive strategies and assets, and accelerate broader brand loyalty for longer-term success.
- Partner with project managers, photo, marketing and fashion teams to plan and execute graphic design projects to increase exposure to accelerate brand success.
- Develops digital, print and social media assets, ads and video content that meets brand identity guidelines, reflects fashion trends.
- Photo art directs for shooting, edits photography that's best for the context

Contract Graphic designer / 2020-Present

Convoso, Los Angeles, CA

- Design brand elements and case study templates to help companies build more systematic visuals to enhance brand recognition.

Graphic designer (Intern) / 2020-2021

goPOP FILMS, Los Angeles, CA

- Work with the director to create posters and merchandise for the movie premiere.
- Build an internship program website and Instagram page.

Graphic designer (Intern) / 2014-2015

He Zhi Wu Fang Design Studio, China

- Design projects including logo, print and digital contents, edited and retouched images.

MOBILE

415. 5899. 195

EMAIL

river1062815304@gmail.com

WEBSITE

www.riverliu.design

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

AWARD

National Advertising Art Design Competition / 2015

- Bronze Medal

Platinum Award / 2014

- Honorable Mention

National Advertising Art Design Competition / 2013

- Silver Medal

SKILLS

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

SOFTWARE

- Photoshop
- Illustrator
- InDesign
- After Effects
- XD
- Excel
- Microsoft Office
- PowerPoint
- Premiere Pro
- UI/UX
- Web Design
- Shopify
- Mailchimp
- Sketch
- Procreate
- Figma

LANGUAGES

- English
- Mandarin