

HE LIU

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EDUCATION

- Academy of Art University**, San Francisco, USA *Sept.2018 - May.2020*
Master's Degree in Graphic Design & Digital Media
- Ming Chuan University**, Taoyuan, Taiwan, China *Sept.2015 - Jan.2016*
Bachelor of Visual Art Design (Exchange Program)
- Guangxi Arts University**, Nanning, China *Sept.2015 - July.2016*
Bachelor of Visual Art Design

SKILLS

- **Language:** English (advanced), Chinese (advanced)
- **Technical Skills:** Graphic Design, Typography, Branding, Packaging, Print Design, Illustration, Video Editing, Motion Graphics, UI/UX
- **Software:** InDesign, Photoshop, Adobe XD, Illustrator, After Effects, Premiere Pro, Lightroom, Microsoft Office, Sketch, Glyphs, Procreate, Figma, Adobe Creative Suite
- **Platforms:** Shopify, Meta Ads, Google Ads, Instagram/Facebook, Pinterest, YouTube
- **Coursework:** Making Ideas Visible, Type Forms, Digital Graphics, User Experience Design, Type Composition, Visual Literacy, Future Agency, Type Systems, Visual Thinking

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

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

EXHIBITIONS

2022

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

2022-2023

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-imqqsmrp8761703.shtml>
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/>
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/>