



RIVER LIU VISUAL DESIGNER

MOBILE

415. 5899. 195

EMAIL

river1062815304@gmail.com

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 create visually captivating UI/UX designs for brand websites, increasing sales and driving traffic.
- Visual Identity: Worked with fashion teams to rebrand, establish brand guidelines, and drive long-term success through enhanced brand competitiveness and loyalty.
- Visual Materials: Collaborated with cross-functional teams to create compelling digital, social media assets and print reflecting current fashion trends and brand identity, increasing exposure and brand success.
- Photoshoot Collaboration: Generated captivating concepts, contributed pose ideas, and collaborated on photoshoots to create impactful visuals for all digital 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

LANGUAGES

English

Mandarin