

VIRGINIA LIU

virginialiu519@gmail.com

Los Angeles, California

WORK EXPERIENCE

GRAPHIC DESIGNER

Ingrid and Isabel

Sept. 2022 - Sept. 2024

- Design across a range of channels including email, social, web, print, digital advertising, and packaging with brand objectives and target consumers in mind
- Effectively translate marketing briefs into engaging and creative designs that meet project objectives and timelines
- Manage the day-to-day of multiple projects simultaneously. Interpret and integrate creative feedback to push designs forward to completion
- Worked directly with B2B Brands such as Target, Macy's, and Madwell and their creative needs

GRAPHIC DESIGNER

54 Thrones

Dec. 2021 - Jan. 2023

- Mentor and guide multiple design interns towards creating successful projects
- Create weekly social media posts and templates that encapsulates the brand and engages its audience
- Working directly with Nordstrom and Sephora in regards to product and event designs
- Create and prototype packaging that fits into the brand's image

GRAPHIC DESIGN INTERN

Susteau

Sept. 2021 - May 2022

- Conceptualize and execute graphic layout, composition and copy of emails, packaging, branding, web content, printed materials, and brand decks with the use of the creative suite
- Created designs for assets such as stickers and cards that would be distributed at large collaboration events
- Created motion graphics for promotional videos on Adobe After Effects

GRAPHIC DESIGN INTERN

54 Thrones

May 2021 - Aug. 2021

- Worked directly with the Sephora design Team, and was the leading designer for the Sephora x 54 Thrones Launch
- Editing photos, creating postcards, and designing other assets that played an essential part in the Sephora x 54 Thrones Launch

PORTFOLIO

www.virginiaxliu.com

LINKEDIN

www.linkedin.com/in/virginia-liu/

OBJECTIVE

I believe good design and powerful storytelling can bring a brand's essence and personality to life.

From conception to project completion, listening is my top priority to ensure I deliver the best possible results.

TECH SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe After Effects
Adobe XD
Procreate
Canva
Blender
Rhino 3D
Figma

EDUCATION

University of Texas at Austin

2019 - 2022

B.A. in Design
Minor in Business