

# YUXI LIU

## Profile

A New York-based multi-disciplinary designer. My professional interests and capabilities include digital design, UI/UX design, branding, and visual identity design, product and packaging design, presentation design, and campaign design.

## Contact

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## Education

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|--|------------------------------------|
| <b>Pratt Institute</b><br>M.S Package Design       | <b>Brooklyn, NY</b><br>2019 - 2021 |
| <b>School of Visual Arts</b><br>BFA Graphic Design | <b>New York, NY</b><br>2016 - 2019 |

## Skills

### Software

|           |       |             |       |
|-----------|-------|-------------|-------|
| Photoshop | ●●●●● | Illustrator | ●●●●● |
| InDesign  | ●●●●● | Cinema4D    | ●●●●○ |
| Figma     | ●●●●○ | Principle   | ●●●●○ |
| Sketch    | ●●●○○ | Adobe XD    | ●●●●○ |
| MS Office | ●●●●○ | Keyshot     | ●●●●○ |

### Expertise:

Product design, UI/UX design, Digital design, Branding  
3D Prototyping, Illustration, Visual Communication,  
Social Media Content, Presentation Design,  
Cross-platform design, Campaign design

## Awards

- 2023 A' Design Award**
- 2022 Summit Emerging Media Award**
- 2021 GDUSA Web Design Award**
- 2020 Indigo Design Award**

## Experience

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| <b>MiWorld Accessories</b><br>05/2021 - Present  | <b>Senior Designer</b><br>New York, NY |
| <ul style="list-style-type: none"><li>Responsible for design direction and the entire design process, from branding to packaging design, from presentation design to web and UI/UX design, as well as social media ad and email design.</li><li>Lead the team to complete the trade show and campaign design, including booth design, publicity materials design, advertisement, etc</li><li>Collaborate with the creative and marketing teams to conceptualize and prototype, execution of projects and business objectives</li></ul> |  |

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| <b>Shayna Rose Interiors</b><br>08/2020 - Present   | <b>Design Freelancer</b><br>New York, NY |
| <ul style="list-style-type: none"><li>Website design and onsite content updating</li><li>Creating 3D renderings for interior products</li><li>Digital advertising, banners, social media content design</li><li>Design, plan, and execute email marketing campaigns</li></ul> |  |

|   |   |
|---|---|
| <b>Dongdao Creative Branding Group</b><br>06/2019 -08/2019  | <b>Brand Designer</b><br>Beijing, China |
| <ul style="list-style-type: none"><li>Participated in the whole process of brand visual design, including brand strategy, visual identification, and brand promotion.</li><li>Clients include Tencent, Imeduplus, Central Airline, New York Exceptional Artists Association, SIIC Trust</li></ul> |   |

## Freelance

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|---|---------|
| <b>Broadwe NYC</b>  | 08/2022 |
| Created Interface design and original Illustration for the platform of Arts and Culture Exchange in NYC |         |

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|--|---------|
| <b>Pan Pacific TSL Exchange Association</b>  | 03/2021 |
| Designed brand materials including logo, brand guidelines, and website for private educational institute |         |

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|---|---------|
| <b>Metropolitan Art Gallery Association (MAGA) Talent Young Artists of Asia</b>         | 06/2020 |
| Designed posters and certifications for the non-governmental organization - MAGA in NYC |         |

|   |         |
|---|---------|
| <b>The MacDella Cooper Foundation</b>   | 10/2019 |
| Participated in Creating branding design for <i>The MacDella Cooper Foundation</i> by coordinating with famous designers Sagi Haviv and Tom Geismar |         |