

Yi Liu *Graphic Designer*

✉ yiliu19920303@gmail.com

☎ +1(480)-492-9378

🌐 www.yiliu0303.art

As an experienced Visual Communication Design professional, I bring creativity, technical expertise, and a proven track record. I excel in diverse environments, tackle challenges, and deliver results. Eager to make an impact and grow professionally. Thank you!

Experience

Creative Manager - Vego Garden Tomball, TX

03/2022 - Present

- Directed the strategic use of graphic design skills to enhance online visibility, employing SEO best practices with a focus on effective tagging and descriptions. This approach achieved an increase in PPC campaign CTR from 1.37% to 2.14%, boosting organic search traffic and improving rankings for key product pages.
- Created ads and digital assets with a strong focus on video design and direction, ensuring brand consistency across all platforms through meticulous design and storytelling. This effort produced a YouTube branding video that received a 2.78% absolute lift and an 82.69% relative lift, at a cost of \$0.13 per lifted user, setting a high standard in the gardening industry.
- Led the creation and distribution of content across social platforms, developing a content strategy that emphasized brand aesthetics and messaging. This significantly enhanced brand presence and deepened audience engagement, fostering a strong connection between the brand and its community.
- Fostered a collaborative work environment for design and marketing projects and led cross-functional teams, emphasizing communication and shared goals. Reduced project turnaround time by 40% and decreased rework by 60%, enhancing operational efficiency.
- Orchestrated the complete lifecycle of product launches and campaign rollouts. Showcased leadership by training new team members and optimizing project management processes. Achieved a 95% on-time project completion rate and improved team productivity by 30%.
- Revolutionized product packaging and manuals, enhancing the brand's market presence. Through innovative design, the packaging became an industry standout, significantly boosting brand recognition and user experience.

Creative Instructional Coordinator - Beibei Amigos LLC

07/2018 - 02/2022

- Leadership in visual design and strategy involved coordination with international organizations, enhancing global outreach, and fostering collaborations, resulting in an expanded global influence.
- Managed and designed web-based educational content, aligning with cultural and educational standards, and led program marketing to enhance outreach.

Education

Arizona State University

2016 - 2018

- Master of Visual Communication Design

ShanDong Arts University

2010 - 2014

- Bachelor of Visual Communication Design

Skills

- Illustrator (Advanced)
- Photoshop (Advanced)
- Lightroom (Advanced)
- Figma (Proficient)
- InDesign (Proficient)
- CapCut (Proficient)
- Shopify (Experienced)
- SketchUp (Experienced)
- Microsoft Office (Proficient)
- English (Fluent)
- Chinese (Fluent)
- Spanish (Entry-Level)