

GRACY HAOGE LIU

CREATIVE DESIGNER

PROFESSIONAL PROFILE

Graphic Designer, Illustration Artist | Guangzhou, China 6/2019 - Present
Wise Love Education

- Redesigned textbooks and student's growth journal for children who are tested HIV positive at orphanages to help them with mental health and self-confidence.
- Created and designed fundraising items to help the non-profit organization with promotions across China.
- Created illustrations for fundraising to tell the stories of the children, increase awareness of relevant charities, and spread the information of HIV truth and facts.

Lead Designer | Atlanta, GA 1/2020 - 3/2020
Hard Rock, Grey Advertising & SCAD Collaborative Project

- Assisted in research and strategy development to create a fragrance co-brand.
- Assisted in researching digital touchpoints and media mix in the research phase.
- Leader on the graphic design team. Created 3 bottle designs, helped with other design edits, and assisted in creating a design guideline for the co-brand.
- Leader and production manager for producing final 3D models of the bottles.

Graphic Design Lead | Atlanta, GA 9/2019 - 11/2019
Wingstop, MELT & SCAD Collaborative Project

- Assisted in research and strategy development on a 360 campaign and experiential activation event to promote Wingstop's brand.
- Leader on graphic design and illustration teams to create visuals for team ideation.
- Designer and leader of the presentation design team to organize and collect the research data and created the first project pitch to MELT.

Graphic Designer, Web Designer | Los Angeles, CA 9/2019 - 10/2019
LifeTag by Pyro-E

- Designed LifeTag's logo, branding stationery system, banner, and brochure for the project's conference pitch to the wildlife conservation organizations.
- Created and designed a website that fully demonstrates how LifeTag works as a solution to long-term battery for wildlife monitoring on animals facing extinction.

Graphic & Web Designer, Photographer | Atlanta, GA 6/2019 - 10/2019
VeGreen Burger

- Designed the restaurant's digital signage menu on TV screens, promotional posters and postcards to attract customers and to prepare for the grand opening.
- Designed and created the restaurant's business website and took photographs of all the food to display on the digital and print elements.

ACHIEVEMENTS

Bronze ADDY Award 2020
• DIVE Chocolate Package Design Student Bronze of American Advertising Awards.

Minecraft Earth Campaign Competition First Place 2019
• Winner of launch campaign competition for Minecraft Earth at SCAD Generate, organized by Microsoft.

Featured on Packaging of the World 2019
• Morningstar Brewery & DIVE Chocolate package designs.

Sticker Design Collections Published 2016 & 2017
• *The Cat Gray & Micy* and *Jo & Miu's Daily Life* collections published on LINE Messenger with more than 1,000 clicks per week.

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EDUCATION

Master of Arts (MA) in Advertising
Savannah College of Art and Design

Achievement Honors Scholarship, GPA 3.85
Expected graduation May 2020

Bachelor of Business Administration (BBA)
Minor Marketing
Strayer University

2013-2018

SKILLS

Illustrator

Photoshop

InDesign

Lightroom

Dreamweaver

Adobe XD

Final Cut Pro

HTML

CSS

Interactive Web Design

Photography

Typography

Copywriting

Creative Strategy

Brand Identity

Storytelling

Digital Painting

MS Office

QUALITIES

Interpersonal Communication

Creativity

Accountability

Problem Solving

Leadership

Teamwork

Collaboration

Attention to Details

Motivation

Organization

LANGUAGES

Cantonese

Mandarin

English

REFERENCE

Judy Salzinger

Associate Chair & Professor | SCAD ATL

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