

GRACY HAOGE LIU

CREATIVE DESIGNER

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📧 gracylartndesign

PROFESSIONAL PROFILE

Wise Love Education | Guangzhou, China June 2019 - Present
Graphic Designer

- Redesigned textbooks and student's personal growth journal for children who are diagnosed with HIV positive at orphanages.
- Created and designed fundraising items to help the non-profit organization with raising funds and promotions across China.

DSG Jewellery LLC | Los Angeles, CA April 2016 - January 2019
Social Media Marketing Designer

- Developed branding strategies to reach new audience using cultural diversity studies and consumer purchase analysis.
- Designed visual assets for advertising campaigns, website & branding solutions based on diverse cultural study, organizational culture and value.
- Created dynamic pricing strategies on digital platforms, conducted targeting advertisements on social media, and created ad campaign plans by evaluating our brand, market goal, and images & themes.

D&Y Gems & Jewelry LTD | Guangzhou, China August 2017
Graphic Designer

- Allowed D&Y to target younger customers by redesigning a creative logo that demonstrates quality & vitality, and emphasize quality at the same time
- Helped *Lady Albee*, an umbrella brand, to transform its brand image by redesigning logo and product package, and increased social media interactions by more than 200%.

First Step Basketball Club | Atlanta, GA January 2016
Club Manager/ Social Media Designer

- Successfully improved the membership by 200% through strategically marketing the club on social media platform.
- Organized the ATAA Basketball Tournament attracting more than 6 teams to participate, playing over 7 matches in one day.

ACHIEVEMENTS

Minecraft Earth Campaign Competition First Place 2019

- Winner of launch campaign competition for Minecraft Earth at SCAD Generate, powered by Microsoft.

Featured on Packaging of the World 2019

- Morningstar Brewery & DIVE Chocolate

Sticker Collections Published | Atlanta, GA 2016 & 2017

- *The Cat Gray & Micey* and *Jo & Miu's Daily Life* collections published on LINE Messenger with more than 1,000 clicks per week.

EDUCATION

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

*Achievement Honors Scholarship GPA 4.0
expected graduation May, 2020*

**Bachelor of Business Administration
Minor Marketing**
Strayer University

2013 - 2018

SKILLS

Illustrator	Photography
InDesign	Typography
Photoshop	Copywriting
Lightroom	Creative Strategy
Dreamweaver	Brand Identity
Adobe XD	Storytelling
JavaScript	MS Office
HTML	UI & UX
CSS	

QUALITIES

Interpersonal Communication
Creativity
Accountability
Problem Solving
Leadership
Teamwork
Collaboration
Attention to Details

LANGUAGES

Cantonese Mandarin English