

# Travis Liu

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Senior Graphic Designer with 5 years of experience in marketing, editorial and branding design. Effective communication and collaboration skills developed by working with culturally diverse stakeholders. Outstanding designs contributed to clients' satisfaction and sponsorship increase.

## Skills & Languages

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**Skills:** InDesign, Illustrator, Photoshop, After Effect, Premiere Pro, Figma, Google Suite, Microsoft 365

**Languages:** Chinese (Native), English (Fluent)

## Professional Experience

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**Senior Graphic Designer - Community Business** Aug 2023 - Present

- Enhanced design capabilities within organisation by mentoring marketing team members and conducting monthly training workshops on design best practices, for teams of 20+, enabling independent design work.
- Managed freelancers with regular check-ins and project checkers to keep progress on track within timelines. Provided constructive feedback and formed collaborative relationships with freelancers.
- Maintained brand integrity by implementing brand guidelines across marketing materials, ensuring consistent visual identity for the organisation's annual audience of over 2,000,000 individuals.
- Demonstrated project management skills with excellent on-time delivery record over 5 years, efficiently prioritising tasks, tracking progress and facilitating seamless communication with stakeholders.

**Graphic Designer - Community Business** Mar 2019 – Jul 2023

- Achieved 43% increase in online engagement and 18% increase in followers by collaborating with cross-functional teams to develop and execute social media content and campaigns (static and video).
- Streamlined collaboration workflow by developing templates and processes for emails, newsletters and PowerPoint, resulting in faster review process and stronger brand consistency.
- Led production of over 25 publications (including cover design, layout, and data visualisation), resulting in positive client feedback that contributed to 27% sponsorship increase in 2022 alone.

**Multimedia/Graphic Assistant - Meinhardt Group** Nov 2017 - Aug 2018

- Built cohesive and on-brand graphic PowerPoint presentations for business directors in numerous multi-million dollar engineering projects.
- Improved internal stakeholder participation for 1,100+ employees by producing engaging digital and print materials, including newsletters, emails, event posters and intranet graphics.

**Graphic Design Intern - VDA Jewellery Limited** Aug 2017 - Oct 2017

- Differentiated company's jewellery line among 3000+ competitors at 2017 Hong Kong Jewellery and Gem Fair by designing 23 illustrative jewellery backdrops, overseeing ideation, execution and sourcing printing vendors.

## Education

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**Bachelor of Arts in Visual Communication** | Birmingham City University

**Associate of Arts in Translation and Interpretation** | City University of Hong Kong