

SOPHIA LIU

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Profile

Multidisciplinary designer with 4+ years of experience in visual and web design, art direction, and marketing. Seeking full-time design role in the San Francisco Bay Area.

Areas of Expertise

Visual/Web Design	UI/UX Design
Photography	Art Direction
Illustration	Branding
Motion Graphics	Advertising

Experience

Visual Designer & Photographer | Ashley Chloe Inc

Dec 2017 — Present

- Establish brand identity and digital content for lifestyle brands Ashley Chloe and Rowkin.
- Lead photography and art direction in image production and post-processing.
- Design user-centered web/mobile interfaces and assets for email and social marketing.

Freelance Designer

Sept 2016 — Present

- Multidisciplinary design work for various clients including UI/UX design, web design, motion graphics, art direction, video, and illustration.

Graphic Designer & Photographer | Cal Poly Corporation Marketing

Sept 2014 — Jun 2017

- Produced photoshoots in studio and on location for ad publications.
- Designed concepts, graphics, and layouts for print and web promotions.
- Developed marketing assets for Campus Dining and University Store brands.

Education

California Polytechnic State University, San Luis Obispo, CA

Bachelor of Architecture — Jun 2017

Double Minor in Photography and Media Arts & Technologies

Technical Skills

Adobe Photoshop, Illustrator, InDesign, Premiere, After Effects
Sketch, InVision, Keynote, AutoCAD, SketchUp
Mac and PC platforms, Microsoft Office

Awards

FirstNET Public Safety Hackathon, San Francisco, CA

Mar 2018 • Grand Prize Winner for Best App Overall: First Assist

American Institute of Architects California Central Coast

Jun 2017 • AIA Fifth Year Student Design Award: Dream Soccer Academy