

# KEN LIU

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## ABOUT

I'm a Senior Visual Designer based in New York focused on merging information and design. I love creating intuitive products that simplify people's lives. I'm currently working on new features for the Citi Mobile App. My other interests are traveling and talking about food all the time. My most recent trip was to Fiji and New Zealand seeking enlightenment. Found nothing but sheep, gorgeous landscapes and people that sound pretty much like Aussies.

## EXPERIENCE

FREELANCE / Jan 2014 - Present / New York, NY

SapientRazorfish, Design Lead (Citi Mobile App)

AKQA, Art Director (Verizon's go90 and My Verizon apps)

Chandelier Creative, Digital Designer (Old Navy, Harry's)

McGraw-Hill Education, UX/Visual Designer (redesigned internal asset management application)

Wunderman, Digital Art Director (Flonase relaunch creative concepting)

FERRARA & COMPANY / Interactive Developer / Oct 2011 - Dec 2013 / Princeton, NJ

Designed and developed websites, display and emails for several brands under Heinz and Church & Dwight.

OTICON / Freelance Web Graphic Designer / Sept 2011 / Somerset, NJ

Worked on email marketing and photo editing. Learned Sitecore CMS to update content on their website.

BLOOMBERG / Freelance Interactive Designer / Apr 2010 - Aug 2011 / Dayton, NJ

Worked with a team of designers and lead the creation of custom Flash animations for the Bloomberg Terminal.

BGB NEW YORK / Freelance Flash Designer / Oct - Nov 2008 / New York, NY

Designed and animated an educational video for Novartis. Oncologists in the field used it as a teaching aid.

## SKILLS

Sketch, Proto.io, Invision, Zeplin, Illustrator, Photoshop, InDesign, Keynote, HTML, CSS, JavaScript, jQuery, After Effects, UI/UX, Illustration, Art Direction, Concept Design, Digital Strategy, Storyboarding

## EDUCATION

Pratt Institute / Brooklyn, NY / BFA Computer Graphics 2004 - 2008