

# VIVIAN LIU

Visual Designer

<https://viviliudesign.cargo.site/>

[viviliu322@gmail.com](mailto:viviliu322@gmail.com)

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## EXPERIENCE

Creative Technologist, **WearableX**

Sept 2025 - Nov 2025

- Created social media and email marketing assets for campaigns.
- Analyzed content performance and competitor activity to guide creative decisions.
- Supported photo shoots, events, and cross-team marketing initiatives.

Founding Brand Designer, **Dedalus Labs**

Jul 2025 - Sept 2025

- Developed a cohesive brand design system and visual guidelines to unify digital and print applications.
- Designed merchandise graphics.
- Produced marketing material.
- Partnered cross-functionally with founding engineers to translate creative briefs into visual outcomes, contributing to brand recognition and internal alignment.

UX Design Intern, **AProject Factory**

Apr 2025 - Jul 2025

- Designed and optimized a Pet MBTI test to help clients identify potential customers, creating a smooth task flow with 18 questions that met both user experience and market/data team requirements.
- Refined the information architecture of the native app, streamlining the user flow to improve efficiency and user satisfaction.
- Redesigned two key features to post-MVP level, significantly enhancing usability and user retention.

Visual Designer, **Jackfir**

Jan 2025 - Apr 2025

- Created email campaigns that boosted open rates and reinforced brand identity
- Led UX and UI design for product page.

Content Design Intern, **U.S. Tiger Securities**

Sept 2024 - Oct 2024

- Developed digital ads and graphics, aligning with the brand's visual identity across social media and web platforms.

Graphic Designer, **NU Media**

Jul 2023- Oct 2023

- Led design projects for various food brands in New York City, including menus, social media, flier, and email campaigns

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## EDUCATION

The New School - **Parsons School of Design**    3.85 GPA

Sep 2020 - May 2024

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## RECOGNITIONS/AWARDS

**Dean's List, Institutional Honors, Departmental Honors,**

- Awarded by Parsons School of Design, BFA Communication Design

**Adobe Creative Retreat, NYC**

- Selected as one of 75 design students invited to the exclusive event