

Shan X. Liao

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Professional Summary

Meticulous, detail-oriented designer and art director with nine years of post-graduate experience in the commercial advertising industry. Proven ability as a designer and project manager, leading initial campaign roadmapping and spearheading lengthy production timelines across digital, print, web, and environmental advertising media. Experienced in facilitating client relations, anticipating design needs rooted in the principles of editorial layout and typography. Skilled in Adobe Creative Suite, Sketch, and Figma, as well as interdisciplinary communication and collaboration.

Experience

1. Media.Monks
- Senior Designer | 04/2022 - 11/2024 | Remote
- Working with an embedded team for a Big Four consumer tech client, our day-to-day touched all aspects of the creative and production process across multiple lines of business:
- developing brand design systems across Photoshop, InDesign, Sketch, Figma, and Illustrator, to efficiently create, design, and produce large volume creative to spec for multiple international locales across recurring quarterly advertising campaigns
 - leveraging and updating existing templated brand systems for the client's services, landing pages, email campaigns, and social media platforms
 - guiding art direction and signing off on work created by junior designers
 - working with art directors and copywriters to concept for client RFP using a mix of traditional techniques and new generative technologies
 - designing for and maintaining a robust library of irrefutable brand assets across multiple lines of business
 - project roadmapping and asset management
 - presenting design systems and creative decisions to client creative teams,
 - providing design solutions at scale
 - implementing client feedback in a timely manner
 - designing and presenting engaging creative review decks to key client-side stakeholders
 - collaborating with external vendors to provide pixel-perfect layouts for marketing automation, and
 - providing design support and collaboration to other client teams within the larger global agency in an ad-hoc, asynchronous basis
2. Goodby Silverstein & Partners
- Designer | 06/2018 - 04/2022 | San Francisco, CA
- Responsibilities included:
- designing, typesetting, retouching & controlling the quality of outbound web banners; email campaigns; user interfaces; and billboards, transit shelters, and experiential event spaces
 - compiling concepts and presentations for new business RFPs and maintaining an organized library of outbound work and client brand assets
 - managing client and account management expectations, timelines, and creating client-facing presentations and script decks
3. Liberty Mutual Insurance
- Freelance Designer | 07/2017 - 06/2018 | Boston, MA
- Responsibilities included:
- creating a campaign with art/copy to promote the deployment of BrandBuilder, an internal marketing automation software
 - participating in user experience research and writing and designing procedural guidelines and documentation to train insurance sales agents to integrate BrandBuilder into their everyday workflow
 - working with art directors to implement a soft redesign of the Liberty Mutual brand on automated marketing materials to launch BrandBuilder with fresh content
4. Havas Health
- Freelance Art Director | 09/2016 - 12/2016 | Boston, MA
5. MullenLowe Advertising
- Junior Designer | 06/2016 - 08/2016 | Boston, MA

Skills

- Print, editorial, & interface design on Adobe InDesign, Adobe XD, Figma, and Sketch
- Composition and retouching in Adobe Illustrator, Photoshop and Lightroom
- Skilled in analog photography, meticulous in proofreading
- Bilingual in English and Mandarin

Education

Boston University College of Communication
BS Communication | Class of 2016 | Boston, MA