

VIVIAN LIU

Visual Designer

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

liuy585@newschool.edu

EXPERIENCE

Founding Brand Designer, Dedalus Labs

Jul 2025 - Present

- Developed a cohesive brand design system including typography, color palette, and visual guidelines to unify digital and print applications.
- Created merchandise graphics
- Designed marketing collateral: posters, templates, motion graphics, and digital campaigns
- Partnered cross-functionally with founders and 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

Sep 2020 - May 2024

RECOGNITIONS/AWARDS

Departmental Honors

- Awarded by Parsons School of Design, BFA Communication Design

Adobe Creative Retreat, NY

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