

Shan X. Liao is a visual designer, agency veteran, image maker, and poet. She has over eight years of experience in the creative advertising space and is based in Brooklyn, New York.

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## CAREER

### 2022-24 Senior designer at Monks

Working with a client-embedded team for an NDA 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, Illustrator, etc. 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 generative AI
- designing for and maintaining a library of assets
- project roadmapping and asset management
- presenting design systems and creative decisions to client creative teams, and working with the client to provide design solutions at scale
- implementing client feedback and revisions 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

### 2018-22 Designer at Goodby Silverstein

Responsibilities included:

- designing, typesetting, retouching & controlling the quality of outbound animated digital web banners; email campaigns; user interfaces; and out-of-home advertising such as billboards, transit shelters, and event spaces
- providing support in art and creative direction
- designing comps and presentations for new business RFPs
- maintaining an organized library of outbound agency work and the client brand assets
- managing client and account management expectations and timelines, and
- creating client-facing presentations and script decks

### 2017-18 Designer with Copper Giants at Liberty Mutual Insurance

Copper Giants is the in-house design studio of Liberty Mutual Insurance.

Responsibilities included:

- creating an internal campaign with an art director and copywriter to promote our deployment of BrandBuilder, a marketing automation software within the insurance company
- participating in user experience research and to write and design procedural guidelines and documentation to train sales agents for BrandBuilder
- working with art directors to implement a soft redesign of the Liberty Mutual brand on automated marketing materials to launch BrandBuilder with fresh content

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## EDUCATION

Boston University c/o 2016

College of Communication (2012-2015)

Received BS Communication with concentrations in advertising, creative development and web design

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## SELECTED WORKS

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## EMAIL

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## LINKEDIN

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