



MANSHU LIU

ART DIRECTOR / MULTIMEDIA ARTIST

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PORTFOLIO



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BIO

With a background in **design, cinema, and digital media**, I blend **strategic thinking** with **imaginative execution** to bring fresh perspectives and collaborative energy to every project—because a slight shift in viewpoint can spark truly memorable impact.

WORK EXPERIENCE

ART DIRECTOR INTERN

OGILVY, MIAMI, FL

(04/2022 - 06/2022)

- Versatile creative in a fast-paced agency setting, working through an art-direction lens to develop cross-channel visual solutions for clients like KFC and IKEA. From social banners to event design, packaging, and new product activations, I deliver bold, insight-driven creative that bridges brand strategy with engaging execution—online and offline.

VIDEO PRODUCER

Nansen'S LAB, Davis, CA

(01/2023 - 06/2023)

- Creative problem-solver in a science-forward environment—led the full video production process for Nansen Lab, from scripting and scheduling to filming, editing, and publishing.

ACCOUNT EXECUTIVE INTERN

Ogilvy, Beijing, China

(07/2022 - 09/2022)

- Supported well-known multinational food and beverage chains including Mixue Ice Cream & Tea and 85°C Bakery Café—conducted industry and competitor research, managed reporting, and coordinated cross-functional teams to help execute campaigns aligned with fast-paced client goals.

FREELANCE MULTIMEDIA ARTIST

(2022 - Present)

- I blend artistic vision with digital innovation—leveraging tools like Photoshop, Touch Designer and Blender 3D to craft immersive, cross-disciplinary projects that challenge norms and transform spaces into hubs of creative expression.

EDUCATIONAL HISTORY

MASTER IN MASS COMMUNICATIONS FLORIDA INTERNATIONAL UNIVERSITY

2024 - PRESENT

ART DIRECTOR MIAMI AD SCHOOL

2024 - PRESENT

BACHELOR IN CINEMA AND DIGITAL MEDIA & DESIGN UNIVERSITY OF CALIFORNIA, DAVIS

2019 - 2023

SKILLS

SOFTWARE

- Adobe Suite
- Photoshop
- Premiere Pro
- Illustrator
- Adobe XD & Figma
- InDesign
- Bridge
- Blender 3d
- Touch Designer
- MidJourney
- Runway
- Microsoft Office
- Google Suite

LANGUAGE

- Chinese (Native)
- English (Proficient)
- Spanish (In progress)
- Korean (Basic)

INTEREST

- Screen printing
- Typography
- Photography
- Resin Art
- AR
- Lighting Design
- Color Theory

AWARD

GRAPHICS NEW TALENT AWARDS 2025

SILVER

