

# KATHERINE LIANG :)

GRAPHIC DESIGNER & ARTIST

## EDUCATION

**California College of the Arts**  
MFA, Design  
2023.8 - 2025.5

**School of Art Institute of Chicago**  
BFA, Visual Communication  
2018.8 - 2022.5

312-394-0863  
katherineldq  
@gmail.com

## WORK EXPERIENCE

### **Contract Graphic Designer**

Grid Motorsports | 2025-present

- Designed product packaging and manuals from concept to production.
- In charge from concept development to final implementation, ensuring brand consistency and market relevance.
- Collaborate with the engineering team to discuss design solutions and ensure alignment with brand strategy and market demands.
- Create packaging, promotional materials, and peripheral product designs for Grid Motorsport.

### **Lead Graphic Designer**

PhD Racing Corp | 2022-2023

- Creating the visual identity of branding and product, including YouTube channel art, banner design, poster design, stickers.
- Responsible for content planning for the official social media platform of PhD Racing, including Youtube thumbnails and features.
- Developing and presenting visual design components to the team.
- Producing digital illustrations for GRIDLIFE racing team.

### **Contract Designer**

Yalong Bay Golf Club | 2020-2021

- Researched the project background with design department and defining the logo theme.
- Worked remotely as graphic design leader of the "Hoopoe Bird" project at Yalong Bay Golf Club.
- Developed the branding mood board.
- Directed the graphic design department team in the company for exporting the logo's business usage.
- Enhanced the mascot's linework, proportions, and detailing for a more polished and professional look.

kat-liang.art

## SKILLS

(Re)Branding  
Publication/Book design  
Typography/Poster  
User interface/experience

Illustration/Comic  
Painting  
Exhibition  
3D Modeling