



ZIJUN LIU

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## EDUCATION

**BFA Graphic Design | May 2017**

Interactive, Print and Screen  
Kean University, Union, NJ  
Magna cum laude

## SKILLS

Branding and Identity  
Mobile and Web Design  
Project Management  
Digital Marketing  
Social Media Content  
Print Design  
UI/UX Design

## SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After effect  
Adobe Experience Manager  
Hubspot  
Sketch & Figma

## CERTIFICATION

- User interface & User experience design | New York Code + Design Academy
- Foundation of Digital Marketing and E-commerce | Corsera
- Attract and Engage Customers with Digital Marketing | Corsera

## LANGUAGES

English — Fluent  
Mandarin — Native  
Cantonese — Native

## PROFESSIONAL EXPERIENCE

### BenQ | Dallas

MARKETING GRAPHIC DESIGNER | June 2022 – Present

- Collaborate closely with copywriter, project manager, and the marketing team to create e-commerce store campaigns from inception to completion. Responsibilities included web page design, content creation, and development of all digital promotional materials.
- Support diverse business lines by producing various design materials, including banner design, social media graphics, newsletters, posters, trade show advertising, video editing, and sales sheets.
- Create and oversee graphic layouts for websites and assigned projects. Provide constructive suggestions and feedback on design layout, color, and typography.

### Dealmoon | Dallas

GRAPHIC DESIGNER TEAM LEADER | June 2019 – June 2022

GRAPHIC DESIGNER | August 2018 – June 2019

- Execute multi-channel creative campaigns, encompassing promotional banners, digital advertising, and screens, to enhance the online shopping experience for overseas asian shoppers.
- Develop company style guidelines, integrating well-known brand styles to create advertisements and impactful deal promotions tailored to the target audience.
- Lead and manage a team of designers, fostering collaboration and consistently delivering high-quality designs that strengthened the company brand.
- Analyze and interpret monthly data to derive insights, guiding the direction of future creative designs and team management for continuous improvement and optimization.

### VIP.COM | NY

GRAPHIC DESIGNER | August 2017 – August 2018

- Actively contribute to and help drive the visual communication and brand identity, including posters, web banner, presentations and video editing.
- Working cross-functionally and collaborating with US team and oversea coworker.

### Sircle Media Agency | NY

GRAPHIC DESIGNER INTERN | May – August 2016

## VOLUNTEER

### ProjectSunshine | Remote

WEB DESIGNER | April 2020 – September 2020

- Redesign the patient resource page for pediatric patient
- Collaborat with developer and project manager to take the project from concept to launch by creating user journey maps, persona, wireframes, prototype following the brand guideline.