



# CHANGCHANG LIU

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Changchang is a self-motivated, versatile and passionate designer with over 7 years developing impactful design. She focuses on human engagement, creative strategy and visualization. She believes in egoless collaboration, unstoppable grit, the infinite exquisiteness and above all, empathy. Experienced in UI/Visual Design for multiple Silicon Valley-based startups. Advanced skills in graphics through web and print.

Objective is UI/ Visual Design

## EXPERIENCES

Present  
Oct 2014

**BLASEN LANDSCAPE ARCHITECTURE** | San Anselmo, CA  
*Rendering Specialist/ Landscape Arch. Designer*

- + **Residential Design for TOP80 Forbes US Billionaires**  
rendering | presentation board | construction doc. | coordination
- + **AT&T Ball Park Giants Garden**  
"One of the most dynamic edible garden"--President Obama

Present  
May 2015

**CATRAIT** | Santa Clara, CA  
*Founder/ Visual Designer/ Fashion Designer*

- + **A designer brand which sells cats' high fashion & art work.**  
fashion design | craftsmanship | fashion campaign | photography | marketing | cat portraits paintings

May 2015  
Nov 2014

**PETOYOU** | Mountainview, CA  
*Co-Founder/ Lead UI/Marketing Designer*

- + **A social platform that connects pets to the digital world via wearable devices on fashionable collars.**  
UI/UX of the App | wearable device | fashionable pet collars | product posters & package | pitch keynote

May 2014  
Jun 2013

**UNIVERSITY OF ILLINOIS URBANA CHAMPAIGN** | Champaign, IL  
*TA/ RA/ GA*

- + TA of Design Communications
- + RA of Urban Design Department on Farm Renovation
- + GA of International Design Profession Study

## EDUCATION

2015

**TECHBOW BOOTCAMP** | Silicon Valley, CA  
*UX/UI Design Bootcamp*

2015

**BOCCONI UNIVERSITY** | Milan, Italy  
*Certificate in Fashion & Luxury Management*

2014

**UNIVERSITY OF ILLINOIS URBANA CHAMPAIGN** | Champaign, IL  
*Master of Fine and Applied Arts*

2012

**SICHUAN AGRICULTURAL UNIVERSITY** | Chengdu, China  
*Bachelor of Landscape Architecture*

## SKILLS

Design  
Software  
Coding  
Language

print /web/ mobile design, illustration, branding, photography, typography, wireframing, persona & scenario  
Adobe Creative Suite (Ps, Ai, Id, Ae, Dw); UI/UX Kit (Sketch, Axture, Omnigraffle); 3D (3DsMax, Sketchup, Rhino)  
HTML, CSS  
English, Mandarin, Cantonese