DERRICK LIEU

GRAPHIC DESIGNER

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PROFILE

I am currently a fourth-year studying Human Computer Interaction at UCSD. Above all else, I consider myself a visual designer who aims to create aesthetically beautiful and functional products that communicate the brand, idea, or purpose. From typography to grid systems, I have an deep fascination in the many possibilities in expressing my creativity in the design field.

EDUCATION

2014 - 2018   **University of California, San Diego** — Cognitive Science w/ Specialization in Human Computer Interaction; Design Minor

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WORK EXPERIENCE

ArtPower ● Senior Arts Admin Assistant
2015 - Present

Managed a team of eleven in promoting events, creating narratives and unique social media campaigns that would promote student attendance on campus at ArtPower events

Designed marketing materials including posters, videoconnects, marquees, table tents, and other designs for regular daily social media posts

Xemana ● Marketing Research Intern
2017 - Present

Researched population and percentage of Latino-American blue collar workforce versus the total labor force in America as well as useful statistics on growth, work specialization, immigration growth rates, etc

Relevant Course Work

COGS 120 - Intro to HCI Design

Created web app Hobbyist, an social interactive tool used to recommend and categorize movies that users have seen, want to watch and like

COGS 187A - Usability & Information Architecture

Designed front-end works using usability principles such as branding, coherence, consistency, error-prevention, etc

SKILLS

Graphic Design

UX Design

Interaction Design

Web Design

Marketing

Marketing Analytics

Photoshop

Illustrator

InDesign

HTML/CSS/JavaScript

Wireframing

Prototyping

Mailchimp