

Derek Liu

Digital Designer

I create simple and meaningful experiences through design.

www.derekliu.design
hello@derekliu.design

Experience

Graphic Designer

Oregon State University 2019 — 2021

Created promotional content for on-campus events for University Housing & Dining Services at OSU. Responsible for the design needs of the marketing department, including restaurant branding, signage, menus, and other printed and digital collateral.

Digital Designer

Flux Studio Spring 2020

Facilitated the planning and designing of new digital game assets, brand guidelines, and ten digital screens for my client. Scheduled client meetings, managed project tasks and collaborated with my graphic design team to finalize all digital assets.

Guest Experience

Target Co. 2016 — 2020

Inspired and led front end cashier and service desk team. Focused on an elevated guest experience, interaction, service, and front end brand standards. Delivered outstanding results in front end metrics through REDcard loyalty sign-ups and provided quick issue resolution.

Education

Bachelor of Fine Arts in Graphic Design

Minor in Photography

Oregon State University
Class of 2021

Graphic Design & Photography

Accademia Italiana — Arte Mode & Design
Summer 2019 — Florence, IT

Awards

Adobe Creative Jam Finalist

2019, 2020

Skills

Adobe CC Suite	Branding
Figma	User Interface Design
Blender	3D Modeling
Capture One	DSLR Photography