

# Hsin-Ying LIU

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I am a highly motivated Taiwanese illustrator, passionate about all fields of the creative industry in general. I consider myself an enthusiastic, hard working, perfectionist, always trying to learn and improve myself. You can also call me Lisa.

## PROFESSIONAL EXPERIENCE:

- 07/2014 – to date     **Illustrator – Kooco**, Taipei, TW - <http://www.kooco.co>  
Emphasis on mobile games UI design, cartoon character and various art concept; translation of pre rendered graphical assets to Chinese.
- 12/2013 – 06/2014     **Package designer – Soft Pack**, Taipei, TW - <http://www.softpack.com.tw>  
Working with big companies in the food industry of Taiwan, I had to organize and complete various package design projects with very tight deadlines. Besides the creative requirements of the position, I also had to be in direct face-to-face communication with clients, following the project from proposal stage all the way to final delivery.
- 09/2009 – 06/2011     **Illustrator – PixelFrame**, Taipei, TW - <http://www.pixelframe.com.tw>  
As the only illustrator in the animation company, I was in charge of producing the various assets and concept designs used by the modelers and animators.  
I've also had the opportunity of working on several illustration projects on my own, including the Zodiac Animals illustration book, Alishan Mountain and Moon Lake digital paintings.
- 03/2007 – 03/2008     **Designer – My Note, Rock Records**, Taipei, TW  
As a freelance contractor during my 3rd year of university, I was responsible for designing the products that the company sold in their stationary products.
- 06/2006 – 03/2007     **Illustrator – My Wedding**, Taipei, TW  
I have worked remotely for My Wedding during my first year of university, creating personalized wedding invitations and cards based on client's requests, usually in the form of an illustration of the newly weds.

## EDUCATION:

- 2006 – 2009     **Bachelor of Arts – Kun-Shan University, Tainan, TW**  
The short animation I worked on during my final graduation group project has been presented and awarded at various international film festivals. My role in the team was main illustrator and art director, responsible for the unique animation style (a strong illustration emphasis) and producing all the character assets - concept & production (poses, emotions, etc).
  - 2010 - Kaohsiung Film Festival (presented)
  - 2010 - Shanghai International Film Festival (presented)
  - 2010 - South Taiwan Film Festival (finalist)
  - 2010 - Going Underground Film Festival, Berlin (finalist)
  - 2009 - Young Designer's Exhibition, Taiwan (3rd place)
- 2001 – 2005     FuHsin Trade & Arts School, TW

## SKILLS:

Adept in various traditional and digital art mediums including: pencil, marker pens, colored pencil, watercolor, oil and acrylic paints, charcoal  
Photoshop, Illustrator, Painter

## ENGLISH LEVEL:

IELTS 6.0 – Sept/2013