

# Joanne Liu

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## EDUCATION

University of Colorado Boulder | 2019  
Bachelors | Computer Science and Studio Arts  
Minor | Technology Arts in the Media

## EXPERIENCE

### Brand Identity Developer

Freelance | June 2019 - Current

- + Rebranded products, website, brand identity, and brand image for The Adeptist resulting in a full line contract with Urban Outfitters.
- + Invented and built cohesive branding through a responsive website, menus, gift certificates, and storefront signs for Nori Maki Bar.
- + Designed, developed, and deployed a website with unified digital and print graphics for White Space.
- + Collaborate closely with clients to compose and implement web and print content while achieving brand coherence.

### Graphic Designer

ALTEC (CU Boulder) | April 2018 - May 2019

- + Invented new cohesive ALTEC Brand Identity.
- + Designed graphics for emails, prints, social media, and web marketing.
- + Worked closely with supervisors convey important information with design and practicality.

### Graphic Design Intern

Shanao Cacao Collective | Feb 2018 - Aug 2018

- + Designed pitch-deck and product packaging.
- + Collaborated with founders to create a plan for success.
- + Researched and created a distribution strategy to bring the product to market.

### Student Ambassador

JILA (CU Boulder) | July 2016 - Aug 2018

- + Executed, designed, and produced JILA Calendars, posters, invitations, and all print materials.
- + Curated and maintained the weekly JILA Times newsletter, email, and website.
- + Organized and oriented 25+ new employees each semester along with welcoming and hosting international visiting fellows.

## PROFILE

- + Web Developer
- + Graphic Designer
- + UI/UX Developer
- + Mobile Developer

To develop content at the intersection of efficiency and aesthetics, to promote synergy between the brand and user.

## EXPERTISE

**front-end**      HTML + CSS  
Javasript + JQuery  
SASS + Bootstrap  
React.js + Vue.js

**graphic**      Adobe Illustrator  
Adobe Photoshop  
Adobe Lightroom

**back-end**      Java  
Swift  
Python  
Version Control  
MongoDB  
MySQL  
C++  
C

refereces available  
upon request

