





# LIQIONG SUN(MIRA)

## UI/UX/WEB/GRAPHIC DESIGNER

### CONTACT

-  778-325-8202
-  liqiong0100@outlook.com
-  <https://liqionsun.github.io/my-portfolio/>
-  3108-4808 Hazel str, burnaby.BC

### SKILLS

**Software:** Figma, Adobe Photoshop, Adobe Illustrator, CorelDRAW . Microsoft, Office (PowerPoint, Excel, Word)

**Skills:** Web/App Design, UI/UX Design, HTML/CSS Coding, Visual Design and Storytelling, Ideation, Branding & Identity, Advertising, Social Media, Print Collaterals Design and Creation

### EDUCATION

**Bachelor of Arts, Arts & Design, Business Management**

**WUHAN TEXTILE UNIVERSITY**

2003-2007

Experienced in digital video, animation, and graphic design, with a strong foundation in both creative and business disciplines, ensuring a balanced approach to design projects.

**Diploma in Interaction Design**

**Capilano University**

2023-2025

Focused on user experience (UX) and user interface (UI) design, user research, visual and motion design, coding, branding, web/app design, and managing digital environments and workflows, including working with new technologies.

### LANGUAGES

English   
Chinese 

### PROFILE

I am an experienced design and marketing professional with over ten years of experience in UX/UI design, brand consulting, and marketing execution in China. Currently, I am pursuing a Diploma in Interaction Design at Capilano University in Canada to enhance my skills. I specialize in web/app design, visual design, and branding, and I am proficient in Figma, Adobe Photoshop, and Adobe Illustrator. Fluent in Mandarin with moderate proficiency in English, I am capable of contributing effectively in multilingual environments and look forward to applying my expertise to your company's projects.

### WORK EXPERIENCE

#### Designer & Marketing Manager

Company Changsha Tuoguang Media Services – Changsha, China 2020.7-2023.8

- Online Work Period: August 2022 - August 2023
- Brand Strategy and Design: Helped businesses improve their branding, core values, and presentations to boost credibility.
- Marketing and Web Design: Created marketing plans, designed websites, made infographics, and improved search engine rankings (SEO) for clients.
- Custom Designs: Worked with clients to create custom designs, layouts, and illustrations to match their brand.
- Collaboration: Worked with media teams to plan and run campaigns, sharing content across different platforms.
- SEO and User Experience: Improved website visibility with SEO and made websites easier to use.

#### Program Manager – Marketing

Company name Hunan Xinghao Pharmaceutical Logistics 2017.7-2020

- Developed strategic business plans through industry research (competitor analysis, market trends).
- Collected and analyzed customer feedback to refine marketing and sales strategies.
- Supported cross-functional teams with administrative tasks.

#### Graphic Designer & Brand Marketing Specialist

HuaZe Group (Guangdong Wubi Liquor) 2015.7-2017.7

- Collaborated with external vendors to understand design requirements for creative projects, ensuring alignment with marketing and business goals by working closely with internal teams to define brand performance metrics.
- Created marketing and sales materials such as promotional content, product labels, packaging designs, presentation decks, and product catalogues to support business growth.
- Designed social media content for platforms like WeChat, including graphics and layouts, while generating engaging and relevant content for audiences.

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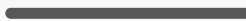
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## WORK EXPERIENCE

### Branding Consultant (Part-time)

Hunan Meilanfang Cosmetics

2008.7-2013

- Worked with the branding team for product packaging design, web pages optimization, and
- marketing materials which effectively communicate the features of the brand
- Facilitated marketing pipeline from packaging to product launch: successfully launched 100+
- products in 11 product lines, ranked as top-rated brand in daily cosmetic

### Graphic Designer

Hunan Tianlong Pharmaceutical

2007.7-2013

- Worked with the product, sales, and marketing team to integrate brand marketing strategies:
- designed web, digital, and offline marketing materials
- Created customized layouts and visuals to support business objectives including print and online
- advertising, brochures and print collateral, social and digital display ads, and trade show banners