

LIQIONG SUN (MIRA)

UI/UX/WEB/GRAPHIC DESIGNER

CONTACT

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<https://liqionsun.github.io/MiraStudio/>

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, Digital Media Design and Imaging, Business Management

Wuhan Textile University

2003-2007 GPA>3.8

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

2003-2007 GPA>3.8

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.

LANGUAGES

English

Chinese

PROFILE

I am a design and marketing professional with **over 10 years of experience** in UX/UI design, brand consulting, web design, and marketing execution in China. Currently pursuing a Diploma in **Interaction Design** at Capilano University, I focus on **web/app design, UI/UX, visual design, and branding**. Proficient in **Figma, Adobe Photoshop, and Illustrator**, I combine creative expertise with a strong understanding of user-centric design principles. Fluent in Mandarin and moderately proficient in English, I thrive in multilingual environments and am eager to contribute my skills to innovative projects that drive meaningful user experiences.

Excellent portfolio : [The Virtual Gallery](#), [Ticket Machine Redesign and Prototype](#), [Portfolio Website](#), [Brand Design](#), [UBI Circle Project](#).

WORK EXPERIENCE

Design Project & Marketing Manager

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

- Provided brand design and strategy services for small and medium businesses, improving brand values and marketing materials to enhance influence and user trust.
- Designed and developed responsive websites with user-friendly layouts and interactive features, improving user experience and customer satisfaction.
- Created marketing plans and optimized websites for SEO, including custom visual content like infographics and interactive elements to increase online visibility.
- Collaborated with teams to deliver cross-platform digital marketing projects, ensuring consistent content and better experiences for target audiences.

Graphic Designer & Brand Marketing Specialist

HuaZe Group (Guangdong Wubi Liquor) Changsha, China 2015.7-2017.7

- Created high-quality prototypes, mockups, and marketing materials, including packaging, labels, and promotional assets, ensuring alignment with brand and business goals.
- Developed user-friendly interfaces and engaging social media content to enhance digital engagement and customer satisfaction.
- Worked with teams and vendors to refine designs based on feedback, driving usability improvements and delivering seamless, user-centered solutions.

Branding Consultant and Product Designer(Part-time)

Hunan Meilanfang Cosmetics Changsha, China 2007.7-2013

- Collaborated with the branding team on packaging design, web optimization, and marketing materials to effectively showcase brand features.
- Designed and developed 100+ products across 11 lines, contributing to the brand's top-rated status in daily cosmetics.
- Enhanced user experience by optimizing web layouts and creating user-friendly designs that aligned with the brand identity.

Graphic Designer

Hunan Tianlong Pharmaceutical Changsha, China 2007.7-2013

- Collaborated with product, sales, and marketing teams to integrate brand strategies across channels.
- Designed web, digital, and offline marketing materials, aligning with business goals.
- Created custom layouts and visuals, including advertising assets, brochures, social media ads, and trade show banners, to support brand and sales objectives.