



# RICKY LIU

## DESIGN

UX & UI Designer

-  [www.behance.net/rickyliudesign](https://www.behance.net/rickyliudesign)
-  [www.linkedin.com/in/ricky-liu](https://www.linkedin.com/in/ricky-liu)
-  [rickyliudesign@gmail.com](mailto:rickyliudesign@gmail.com)
-  +1 (310)634-4130
-  Inglewood, California 90303

## Education

<b>Certificate</b>	<b>2020 – 2021</b>
UI and UX Design University of California, Irvine	
<b>Master of Fine Arts</b>	<b>2014 – 2016</b>
Graphic Design Otis College of Art and Design	
<b>Bachelor of Fine Arts</b>	<b>2010 – 2014</b>
Digital Media Beijing University of Technology	

## Skills

- Design**  
Illustrating & UI graphics • Strategy & vision presentations • User flows • Concept sketches • Wireframes & mockups with Figma & Illustrator • Motion designs with After Effects • Style guides & Pattern Library
- Prototyping**  
Rapid prototyping using Invision & Figma • Intereactive flow with HTML & CSS
- Research**  
Data analysis • Task analysis & persona hypothesis • A/B Tesging & persona hypothesis
- Collaboration**  
Organizing workshops • Facilitating design critique • Self starter • Detail oriented • Flexible • Communicative

## Summary

UX and UI designer with a MFA background in graphic design, trained and certified at UCI UX/UI Bootcamp. Skilled in Adobe Suite programs, Figma, Invision, Sketch, and user research. Proficient in creating user friendly products with detail oriented visual designs across web and mobile platforms. As an experienced designer, executed projects to meet the business and clients’ satisfaction, including app/website designs, container arts, logos, marketing campaigns and social media contents. Highly communicative and collaborative, with strong abilities of delivering modern interfaces that create better user experience.

## Experience

- Henkel**  
**Graphic Designer Sr** **2019 – Present**
- Collaboratively rebranded Joico’s packaging, social media, and website to appeal to younger clientele, combining contemporary marketing materials that adhere to established brand standards.
  - Oversaw branding and design projects for product lines, such as Lumishine and ColorIntensity, and continually developing new series.
  - Created Colortopia product line.
  - Assisted social media and e-commerce teams in creating marketing materials for weekly website and email campaigns.

- Candywirez**  
**Senior Designer** **2018–2019**
- Strategize high-quality designs based on trend intelligence, target cost, material quality, and legal requirements for Lightning cables.
  - Interact with oversea vendors to optimize bill of materials, dielines, and finishes, resulting in proven quality, cost, and final packaging appearance.
  - Photograph and retouch products and packaging for brand’s official website and social media platforms, such as Facebook and Instagram.

- Mattel 163 Limited**  
**Freelance Graphic Designer** **2018–2020**
- Generate AppStore video, screenshots, and other assets for UNO online game.
  - Create marketing collateral: posters, brochures, programs, and tickets for promotional events, including WORLDZ conference.
  - Consult with head of UA to create graphic templates for better user experience.

- The Crème Shop**  
**Graphic Artist** **2016–2018**
- Contributed innovative packaging designs and marketing materials for modern cosmetic products, including a collaboration with Sanrio where I designed packaging for the company’s signature lashes, bath bombs, and sleep masks.
  - Identified and analyzed up-and-coming beauty trends through online and retail explorations to keep the company’s products and designs contemporary.

