

# SZU-YUN LIU

## CONTACT

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## SUMMARY

Experienced designer with a demonstrated history working in the Banking, Education, E-commerce, and Manufacturing industries. Skilled in web design, UI, branding, marketing collaterals, and graphic design for print and digital. Committed to producing high-quality and creative work.

## EDUCATION

**MA, Graphic Design**  
Kingston University | UK  
2011 - 2012

**BA, International  
Liberal Studies**  
Waseda University | Japan  
2005 - 2009

## SKILLS

- Figma
- Adobe CC
- Adobe Experience Manager (AEM)
- Jira
- Confluence
- Accessibility
- Design system
- Brand & visual identity
- HTML/CSS
- Color theory
- Presentation
- Fast-paced prototype

## WORK EXPERIENCE

### Visual Designer - Contract

*CIBC | Toronto, ON, Canada | Oct. 2020 - Feb 2023*

- A part of CIBC's Experience Design team focused on rebranding CIBC.com's Canadian and USA websites. Implemented new branding assets and user interface across all pages and devices.
- Built 300+ responsive pages, including the 6 top-visited landing pages.
- Fast prototyping using Figma, Sketch & InVision. Built pages in AEM.
- Ensured the tone of voice and accessibility that meet WCAG(AA).
- Contributed to crafting brand guidelines, creating new components for the design library, and improving the design systems iteratively.
- Work collaboratively with UX designers, content strategists, project managers, product/business owners, SEO, and QA, providing design solutions to problematic pages raised by the business lines.

### Graphic Designer

*ILAC | Toronto, ON, Canada | Nov. 2019 - Mar 2020*

- Headed event branding, landing page, digital and printed event collaterals, and more.

### Senior Graphic Designer

*Juvo+ | Taipei, Taiwan | Aug. 2016 - Oct 2018*

- The only Taiwan-based designer in charge of all design projects including product development, packaging, website layout, Amazon listing page design, marketing collateral, and photography.
- Established the first paper product portfolio that sold over 100,000 units and became the most profitable line with over \$1.2M in revenue.

### Graphic Designer

*Felli Corporation | Taipei, Taiwan | Aug. 2013 - Jun 2016*

- Designed and successfully pitched tabletop collection to Walmart, Safeway, Carrefour, and more, leading to over \$2M in revenue.
- Headed all kinds of design projects including illustration, catalogs, packaging, web banners, photo manipulation, and more.