

SUMMARY

Product designer focused on turning complex workflows into intuitive, engaging experiences. Brings a whimsical, playful approach to interaction design, creating products that reduce friction while feeling magical and human.

SKILLS

UX/Product Design	User flows, interaction design, usability, rapid prototyping, A/B testing, accessibility
UI & Systems	Design systems, responsive design, component libraries, Figma
Research & Strategy	User-centered design, workflow analysis, behavioral design thinking
Visual & Motion	After Effects, Premiere Pro, Blender, storytelling through motion & interaction

WORK EXPERIENCE

Intermediate Web Designer

Dr. Marketing

Jul. 2025- Present

- Designed and optimized responsive websites for dental brands, translating complex service offerings into **clear user journeys that improve conversion** and reduce user confusion.
- Simplified content-heavy workflows into intuitive page structures, **improving navigation clarity** and engagement, as well as balancing usability with brand storytelling.

Seasonal Professor for Motion Graphics Course

University of Guelph-Humber

Jan. - Apr. 2025 & Sep. 2026-

- Designed and taught an **interactive undergraduate motion graphics course**, combining clear learning objectives with hands-on and collaborative learning.

Independent Contractor

Jun. 2023 - May. 2025

- **Cover Art Illustration - Nature Medicine:** Created cover art selected for publication in Nature Medicine (**July 2025**), translating coronary artery disease research into a compelling visual narrative.
View Link: <https://www.nature.com/nm/volumes/31/issues/7>
- **Marketing Visual Design - Canvass AI:** Redesign of the company website by shaping its visual storytelling through motion, animation, and digital experience design. Produced a **3-minute motion graphic** to illustrate the user journey and **micro-interactions** to enhance engagement across the site.
View Link: <https://www.canvass.io/>
- **Creative Designer - T&T Loblaws:** Designed and delivered a **3D branded character within 3 weeks**, approved on first review and used as a key promotional asset. Contributed to a campaign that generated **102,000+** social media views in its first month in Canada.
View Link: <https://www.kelingliu.com/arvr3d-logo-3d-printing>
- **Book Illustration/Printing Assets Preparation - China Translation And Publishing House:** Designed **7 book covers** and **90+ illustrations** for a children's book series, supporting cohesive visual storytelling across print and digital formats. Oversaw layout refinement, production corrections, and color adjustments to **ensure publication quality**.
View Link: <https://www.kelingliu.com/arvr3d-xr-ebook>

Animation Director

Konso Entertainment

Jan. 2017 - Dec. 2021

- Managed a **10 member animation team** and directed the series **LITTLE CHEERLEADERS** that listed in **Excellent Domestic TV Cartoons of China 2021**, increasing viewership ratings by **40% (from 0.5 to 0.7)**.

EDUCATION

Humber College • Interactive Media Management- Creative Technology

Sep. 2023 - Aug. 2024

Sheridan College • Digital Product Design

Sep. 2022 - Apr. 2023

Communication University of China • M.A in Animation Arts, B.A in Motion Design

Sep. 2011 - Apr. 2018

AWARDS & CERTIFICATE

- Animation shorts **PORTAL OF DESIRE** won Best Animated Frames Awards of **FICCI BAF AWARDS 2016**
- Nominated in the **Ottawa International Animation Festival 2017** in the Pitch This category
- Academic Award of Excellence at Humber in: Interactive Media Management