

Travis Liu

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Designer with 7 years of experience in marketing, editorial and branding design. I create visually strong concepts that elevate brand identity and improve customer engagement. Known for collaborating effectively with diverse teams and delivering high-quality designs that contribute to client satisfaction and business.

Professional Experience

Community Business

- **Senior Graphic Designer** Aug 2023 - Present
 - Strengthened organisation design capability by mentoring marketing team members and delivering regular design workshops for 20+ participants, resulting in teams independently producing higher-quality design assets.
 - Led end-to-end design execution across multiple concurrent projects, ensuring on-time delivery by prioritising workloads, managing expectations and maintaining clear communication with cross-functional teams.
 - Safeguarded brand integrity by applying and evolving brand guidelines across all marketing outputs, ensuring a consistent visual identity for a yearly audience exceeding 2 million.
 - Provided creative direction and structured design feedback during project cycles, elevating the visual quality of team deliverables and ensuring alignment with brand standards.
- **Graphic Designer** Mar 2019 – Jul 2023
 - Achieved 43% increase in online engagement and 18% increase in followers by collaborating with cross-functional teams to develop and execute social media content and campaigns (static and video).
 - Streamlined collaboration workflow by developing templates and processes for emails, newsletters and PowerPoint, resulting in faster review process and stronger brand consistency.
 - Led production of over 25 publications (including cover design, layout, and data visualisation), resulting in positive client feedback that contributed to 27% sponsorship increase in 2022 alone.

Meinhardt Group

- **Multimedia/Graphic Assistant** Nov 2017 - Aug 2018
 - Built cohesive and on-brand graphic PowerPoint presentations for business directors in numerous multi-million dollar engineering projects.
 - Improved internal stakeholder participation for 1,100+ employees by producing engaging digital and print materials, including newsletters, emails, event posters and intranet graphics.

VDA Jewellery Limited

- **Graphic Design Intern** Aug 2017 - Oct 2017
 - Differentiated company's jewellery line among 3000+ competitors at 2017 Hong Kong Jewellery and Gem Fair by designing 23 illustrative jewellery backdrops, overseeing ideation, execution and sourcing printing vendors.

Skills & Languages

Skills: InDesign, Illustrator, Photoshop, After Effect, Premiere Pro, Figma, Google Suite, Microsoft 365

Languages: Chinese (Native), English (Fluent)

Education

Bachelor of Arts in Visual Communication | Birmingham City University

Associate of Arts in Translation and Interpretation | City University of Hong Kong