

# TRAVIS LIU

travisliu.co@gmail.com | www.travisliu.design | +34 711 055 796

## Summary

Graphic Designer with 8 years of experience in corporate marketing, brand identity and editorial design. Delivered measurable impact, including a 43% increase in online engagement and a 27% rise in sponsorship, through strategic visual communication. Experienced in end-to-end design delivery across digital and print, from concept to production, supporting large-scale audiences and cross-functional teams.

## Professional Experience

*Community Business (non-profit)*

### Senior Graphic Designer

2023 – 2026

- Drove a 43% increase in online engagement and 18% follower growth by delivering integrated digital marketing campaigns across social media, email and digital channels, producing static, animated and video content.
- Owned the full rebranding process from visual concept to organisation-wide rollout, developing the typography, colour palette and overall design language, implementing and evolving the brand across digital, print and social channels to ensure consistency across every touchpoint.
- Acted as brand guardian across all marketing and communications output, owning and evolving brand guidelines to maintain consistency for an annual audience of 2M+ users across campaigns, presentations, events and digital channels.
- Produced motion graphics and short-form videos that transformed complex research and event material into accessible, audience-ready content for digital and social distribution.
- Developed reusable template systems and standardised workflows for social media assets, presentations and proposals, reducing turnaround time and enabling consistent output at scale.
- Delivered design output across multiple marketing channels including social media, email, events and editorial, managing concurrent projects and partnering with cross-functional teams to hit deadlines.
- Strengthened brand literacy across the organisation by delivering design guidelines training and workshops to internal teams and collaborators.
- Integrated AI tools including Claude, ChatGPT and Gemini into the design workflow to accelerate content production and explore new creative directions.

### Graphic Designer

2019 – 2023

- Contributed to a 27% increase in sponsorship revenue by designing 25+ research publications with data visualisation and editorial layouts that made complex insights accessible to a B2B audience.
- Served as the primary design reviewer across all external collateral (digital and print), ensuring consistent visual standards and brand alignment by providing structured creative direction and feedback to stakeholders throughout project lifecycles.
- Led end-to-end design delivery across multiple concurrent projects, balancing priorities and collaborating with cross-functional teams to ensure on-time execution.
- Maintained accuracy and typographic consistency across text-heavy annual reports and research publications, managing multiple revision cycles through to print-ready files.
- Supported internal communications design including event collateral, signage, programmes and post-event materials, coordinating artwork across print and digital formats.

## Multimedia/Graphic Assistant

2017 – 2018

- Translated complex project information into executive-ready presentations for directors on multi-million-dollar engineering projects, designing cohesive, on-brand PowerPoint decks.
- Produced corporate communications materials aligned with company brand standards, supporting internal comms for 1,100+ employees.

### Core Competencies

#### Branding & Identity

Brand guidelines, design systems, visual identity, asset libraries, typography, colour palettes, brand rollout, rebranding, creative direction, quality control, design training and workshops

#### Editorial & Publications

Annual reports, impact reports, research publications, infographics, data visualisation, editorial layout, long-form documents, cover design, print production, pre-press

#### Marketing & Digital

Social media campaigns, digital banners, email marketing, newsletters, brochures, one-pagers, motion graphics, short-form video editing, animated content, campaign assets

#### Presentation Design

Pitch decks, executive presentations, sales enablement materials, master slide templates, presentation systems, proposals and workshop guidebooks

#### Events & Experiential

Event signage, backdrops, banners, pop-ups, photobooths, event collateral, certificates and post-event digital promotion

#### Production & Collaboration

Vendor liaison (print, production and freelancers), cross-functional collaboration, multi-project delivery, concept to final production, photo editing and retouching

### Skills & Tools

**Adobe Creative Suite:** InDesign, Illustrator, Photoshop, After Effects, Premiere Pro

**Other Design Tools:** Figma, Canva, Webflow, Wix

**AI Tools:** Adobe Firefly, ChatGPT, Claude, CapCut, Gemini, Kling AI, Midjourney

**Productivity:** Google Workspace, Microsoft Office 365

### Languages

**Chinese:** Native

**English:** Fluent

### Education

Bachelor of Arts (Hons), Visual Communication - 2017

*Birmingham City University*