

Homer Liu

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Summary

Graphic Designer with 10+ years of professional experience in creating digital and physical pieces for network marketing and retail environments. Proficient in Adobe Creative Suite, specializing in product retouching and creative design for high-quality visuals. Collaborated with a marketing team to craft print advertising campaigns showcasing products. Generated client pitches, incorporating compelling graphics to emphasize key visuals and messaging. Overhauled the company's website layout to ensure consistent branding across all platforms.

Experience

Graphic Designer | K-1 Packaging Group | 2020-2023

- Collaborated closely with clients, present and promote creative work; finalize design retouching with precise color accuracy and optimal image quality, ensuring projects meet the deadlines.
- Prepare print jobs, ensure consistency between digital and print files, efficiently identifying and resolving discrepancies in fonts, graphics, and layouts using Adobe Illustrator and Photoshop.
- Successfully boosted customer engagement by achieving a 10% increase in Click-Through Rate (CTR) through Instagram.

Graphic Designer | Freelancer | 2017-2023

- Developed visually stunning designs for a range of projects including social media contents, business cards, e-Blasts, banners, brochures, menus, and signs.
- Led projects from conception to completion, managing timelines, resources, and budgets effectively to deliver high-quality designs on time and within budget.
- Engaged with clients to understand their vision and requirements, ensuring customer satisfaction and building lasting professional relationships.

Senior Graphic Designer | Gigastone Corporation | 2015-2017

- Designed and created impactful digital marketing visuals for company websites, Amazon A+ content, and social media accounts.
- Executed final retouching, optimizing image sizes and font selections, resulting in enhanced visual consistency, and strengthened brand identity.
- Creating eye-catching posters, sales kits, promotional item advertisements and digital e-Blasts.
- Generated creative marketing ideas, conducted competitor analysis, and implemented pricing strategies for decision-making.

Graphic Designer | Wiston Group/Prudent Way | 2011-2015

- Creating eye-catching posters, sales kits, promotional item advertisements and digital e-Blasts.
- Generated digital image files tailored for both print and digital applications, consistently meeting project specifications and deadlines.
- Achieved record-breaking sales results by successfully launching five innovative projects.

Software

Windows/Mac Platform | Google Sketchup (3D) | Adobe Illustrator | Adobe Photoshop | Adobe InDesign

Language

Proficient in English and Chinese Mandarin

Education

Bachelor of Arts in Design | California State University, Long Beach