





C CONNIE LIEW

-  connieliew.com
-  cliew130@gmail.com
-  [linkedin.com/in/connieliew](https://www.linkedin.com/in/connieliew)
-  646-250-8739

EDUCATION

University at Buffalo

B.A Studio Art
w/ Graphic Design
Concentration

Major GPA 4.0

TOOLS

Illustrator
InDesign
Photoshop
After Effects
Figma
Adobe XD
Miro
WordPress
Microsoft Office
Basic HTML/CSS

SKILLS

Visual Design
Illustration
Branding
Logo Design
Photography
Interactive Design
Animation
Market Research
Site Mapping
Wireframing
Rapid Prototyping
Mobile & Web Design
Microsoft Applications

DESIGN PROJECTS

Graphic Designer | Women Who Influence

2022 - 2023 • Remote

- Responsible for leading client's current brand identity by creating new design concepts for logos, posters, brochures, website banners and documents in Illustrator and InDesign
- Designed visual content for digital and print with social media posts and motion graphics for event announcements, appreciation month posts, podcast launch, etc. in Illustrator and After Effects
- Collaborated with client and cross-functional teams to reevaluate and make necessary changes to their digital marketing strategies based on current trends or new technology

Brand Designer | Nolacare

2022 - 2023 • Remote

- Created a complete branding kit with design concepts based on client's preferences and researched ideas with current design/industry trends and brand competitors
- Designed concepts for logos, illustrations, and content layouts to ensure high-quality visuals for digital/print advertising campaigns like social media posts and brochures
- Collaborated on client proposals from brainstorming, crafting strategy and narrative, managing design process including revision and feedback to ensure each execution meet client expectations

WORK EXPERIENCE

Production Specialist | CECI New York

2023 - Present • On-site

- Assisted design team with digital and print concepts for social media posts and card designs for clients' special occasions like wedding invitations, save the dates, birthday parties, etc.
- Attended weekly meetings to work collaboratively with Creative Director and cross-functional teams to develop design concepts or receive feedback for necessary design changes
- Conducted quality/calligraphy checks and crafting/assembling client orders while maintaining project archives to compile samples for press and other public relations/marketing projects

Freelance Designer

2022 - Present • Remote

- Developed UX design proposals for specific user problems and needs by conducting market research to understand common concerns and strengths from other competitors
- Created wireframes, site maps, new design systems, and lo-fi/hi-fi prototypes in Adobe XD
- Updated changes to website/app designs based on usability tests and user feedback through interviews and surveys

Graphic Designer | Brand Experience

2022 - 2023 • Remote

- Created a complete branding kit for client's new brand identity opportunities by designing logos, print materials, and social media assets that highlighted clients campaign priorities
- Responsible for designing logos, social media posts, motion graphics, and digital posters aligning with brand identity
- Manage multiple projects and deliver designs ensuring designs are visually appealing and effectively communicate brand message to intended audience