

# KEVIN LIU GRAPHIC DESIGN

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## EDUCATION

### OCAD University 2007-11

B.Des. in Graphic Design  
Minor in Sustainable Design

## SKILLS & PROFICIENCIES

Typesetting, Typography, Branding, Packaging, Image Editing, Editorial, Web & UX Design, Information Graphics, Illustrator, Photoshop, InDesign, Quark, Flash, Final Cut Pro, TypeTool and Microsoft Office.

## AWARDS & RECOGNITION

Creative Type 3 Exhibition 2010  
2<sup>nd</sup> Year Exhibition at OCADU 2008  
Spring for Art Exhibition 2007

## INTERESTS

Sustainability, Municipal Urban Planning & Politics, Culinary Arts, Technology, Video Games, Science Fiction, Cats.

*References available upon request.*

## DESIGN EXPERIENCE

### **Manifest Communications**

Graphic Designer 2012, 2014

Worked in a team with clients such as Rogers, Government of Canada, Canadian Young Judea, and developed the award winning new identity, brand typeface, ads and viewbooks for Memorial University.

### **Spark Growth**

Web Designer 2014

Worked with clients such as NCR, Laurier and refreshed the brand for the Region of Peel's 10<sup>th</sup> Anniversary Energy Matters Summit, including a complete redesign of the site and content structure.

### **Offr**

Lead App & UI Designer 2013

Lead the conception and design of a new mobile app, developed brand identity as well as a holistic front-end user experience workflow.

### **Salesforce Work.com**

Graphic Designer 2012

Transformed raw data and instructional text into interactive guides with information graphics, making complex materials clear and intuitive.

### **UTIHP**

Brand Development 2009-11

Rebranded the University of Toronto International Health Program (UTIHP) along with identity packages. Designed ads, posters, shirts and website to promote the identity and communicate the program's new message.