

# virginia x. liu

Graphic + Brand Designer

## *vxliu*

virginiaxliu.com  
(832) 340-1209  
virginiaxliu@gmail.com

## *Expertise*

### **Strong knowledge of:**

Illustrator  
Photoshop  
InDesign  
Lightroom  
Shopify  
Klaviyo  
Figma

### **Strong AI proficiency in:**

Cursor  
Nano Banana  
Midjourney  
Firefly  
Canva Magic Studio  
Vizcom  
Suno  
Veo  
Elevenlabs

### **Skills**

Brand identity development  
Packaging design  
UI/UX  
Publication design  
Social media content creation  
Product Photography

### **Languages**

English (Native)  
Mandarin (Fluent)

## *Recognition*

### **ArtCenter Student Gallery**

Eiju Matcha - Spring 2025  
(packaging and posters)

## *Experience*

### **Brand and Editorial Design Lead** | Vacancy Projects

*February 2026 – Present*

Led brand and publication design for a multidisciplinary studio, owning exhibition catalogs from concept through print and coordinating directly with publishers, printers, and external partners. Collaborated with the studio founder on branding and print collateral designs for Hoy NYC.

### **Teaching Assistant** | ArtCenter College of Design

*January 2026 – May 2026*

Mentored a multidisciplinary cohort of Graphic, Industrial, and Spatial Design students within a sponsored studio focused on hospitality and wellness. Facilitated cross-disciplinary collaboration to bridge student creative exploration with real-world objectives for a high-level industry partner.

### **Freelance Designer**

*August 2022 – April 2026*

Designed and executed cohesive visual assets for brand identity, packaging, web, and social media for clients including Soapply, Susteau State of Change, and Acscytosin. Successfully translated diverse marketing objectives into compelling visual narratives at both small and large scales, ensuring all deliverables met client specifications and amplified brand presence.

### **Lead Graphic Designer** | Ingrid and Isabel

*September 2022 – September 2024*

Designed across a range of channels including email, social, web, print, digital advertising, and packaging with brand objectives and apparel consumers in mind. Worked directly with B2B Brands such as Target, Macy's, and Madewell on their creative needs. Managed multiple projects simultaneously and interpreted creative feedback to move designs to completion.

### **Lead Graphic Designer** | 54 Thrones

*May 2021 – January 2023*

Mentored and guided multiple design interns as the creative director and lead designer of the cloud cream product and packaging designs. Worked directly with the Sephora design team and as the leading designer for the Sephora x 54 Thrones launch, which entailed skincare packaging and other promotional assets for PR packages, in-person events, and promotional digital content.

## *Education*

### **ArtCenter College of Design** | September 2024 – May 2026

Candidate for a Master of Fine Arts in Graphic Design

**Focused coursework:** Selected for the Berlin study abroad program focusing on international design practice and cultural immersion.

### **University of Texas at Austin** | 2019 – 2022

Bachelors of Fine Arts in Graphic Design  
Minor in Business