



GRAPHIC DESIGNER, PHOTOGRAPHER, CRAFTER
778.558.9119 | heidiliao727@gmail.com | www.heidiliao.com

QUALIFICATION

Extensive experience in graphic design. Dynamic team player and independent contributor. Ability to produce high-quality work in a deadline-driven environment. Strong communication skills, creative, productive, proactive, highly organized, problem-solver and multitasker

TECHNICAL SKILLS

Platforms: Mac OS X and Window 10

Applications: Adobe Illustrator, Photoshop, InDesign, Dreamweaver CC

Microsoft Word and Excel. Experience with reading and writing HTML, CSS and PHP

EXPERIENCE

Digital Designer (e-commerce), January 2015 - November 2017 | Spirit Wrestler Gallery, Vancouver

- Maintain and update all website properties regularly by keeping content fresh, timely, accurate, and relevant
- Monitor daily website traffic using Google Analytics
- Resolve minor internal IT issues and major web file management
- Create and update artists' biography using Adobe InDesign
- Design advertising campaigns' graphics for national publication as well as print marketing materials for gallery exhibitions
- Plan, organize, and create compelling and eye-catching email newsletter, distributed monthly to over 2,700 subscribers
- Photograph and retouch inventory products
- Manage digital image database and upload images to existing website
- Research new techniques and creative innovations to improve skill and processes

Freelance Graphic Designer, November 2012 - Present | Heidi Liao Design, Port Moody

- Developed and presented proposals for design work to small business owners for projects ranging from branding and identity, exhibit materials to marketing collateral
- Responsibilities include conceptualization and execution of design, resolving projects to client's satisfaction, accurate billing and payment collection, and assistance in the printing process

Graphic Designer, January 2014 - November 2014 | Ricky's All Day Grill, Burnaby

- Prepared sketches, layouts and graphic elements to present creative ideas and concepts in meetings
- Developed artwork for new events and programs at both our head office and franchise restaurants
- Worked within tight deadlines to prepare weekly advertisements in newspapers and magazines
- Formatted documents and updated artwork to meet corporate design standards
- Edited and proofread copy supplied by staff and management

Graphic Designer, Aug 2009 - Nov 2012 | Yellow Pages Group, Burnaby

- Designed various print materials and layouts for advertisements based on customers' requests
- Proofed content information to ensure quality and accuracy of ad copy
- Participated in team effort to produce streamlined production of policy manuals and educational materials for newly hired employees
- Created templates for standard documents which increased productivity by half
- Provided leadership: monitoring, mentoring and reviewing the work of fellow designers

Graphics Coordinator, Jul 2008 - Aug 2009 | Yellow Pages Group, Burnaby

- Coordinated the design and production process of key marketing materials, ensuring all projects meet the requirements of design briefs and are completed on time
- Established trusting relationships with designers, vendors, and key clients; promised reliable and timely service
- Reviewed incoming ads to ensure they were press-ready
- Streamlined communication with consulting artists to ensure understanding of design specifications which enhanced the team productivity and decreased the chances of errors

EDUCATION

Simon Fraser University, April 2007

Bachelor of Science. Major in Interactive Arts Program