



ZIJUN LIU

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908.838.5049

EDUCATION

BFA Graphic Design | 2017

Interactive, Print and Screen
Kean University, Union, NJ
Magna cum laude

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After effect
Adobe Experience Manager
Blender

SKILLS

Branding and Identity
Mobile and Web Design
Project Management
Digital Marketing
Social Media Content
3D Rendering
Print Design
UI/UX

CERTIFICATIONS

- User interface & User experience design | New York Code + Design Academy
- Foundation of Digital Marketing and E-commerce | Corsera
- Attract and Engage Customers with Digital Marketing | Corsera

LANGUAGES

English — Fluent
Mandarin — Native
Cantonese — Native

PROFESSIONAL EXPERIENCE

BenQ North America | Plano, TX

MARKETING GRAPHIC DESIGNER | June 2022 – Present

- Collaborated closely with the copywriter, project managers, and marketing teams to create e-commerce campaigns from conception to completion, including web page design, content creation, and developing digital promotional materials.
- Supported diverse business lines by producing various marketing materials, including site banners, social media graphics, newsletters, posters, trade show advertising, video content, and sales sheets.
- Created and oversaw the graphic layout for the website and assigned projects.
- Provided constructive feedback on design layout, color, and typography.

Dealmoon | Richardson, TX

GRAPHIC DESIGNER TEAM LEADER | June 2019 – June 2022

- Developed company style guidelines, integrating well-known brand styles to create advertisements and impactful deal promotions tailored to the TA.
- Lead and managed a team of designers, fostering the collaboration and consistency of delivering high-quality designs that strengthened the brand.
- Analyzed and interpreted monthly data to gain insights, guiding the direction of creative designs and team management for continuous improvement and optimization.

GRAPHIC DESIGNER | August 2018 – June 2019

- Executed multi-channel creative campaigns, encompassing promotional banners, digital advertising, and screen content to enhance the online shopping experience for overseas Asian customers.

VIP.COM | Manhattan, NY

GRAPHIC DESIGNER | August 2017 – August 2018

- Actively contributed to and helped drive the visual communication and brand identity with posters, web banners, and video content.
- Worked cross-functionally and collaborated with the US team and overseas coworkers.

Sircle Media Agency | Manhattan, NY

GRAPHIC DESIGNER INTERN | May – August 2016

VOLUNTEER

ProjectSunshine | Remote

WEB DESIGNER | April 2020 – September 2020

- Redesigned the patient resource page for pediatric patients.
- Collaborated with the developer and project manager to launch the product by creating user journey maps, persona, wireframes, and a prototype following the brand guidelines.