



# JEFFREY LIU

GRAPHIC DESIGNER

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## Education

The Art Institute of California - San Francisco, San Francisco, CA  
Bachelor of Science - Graphic Design  
Graduated December 2010

## Software

Photoshop	Flash	Microsoft Office
After Effects	Dreamweaver	Versions
Illustrator	Audition	JIRA
InDesign	Acrobat Pro	Confluence

## Skills

Marketing Design	Wireframing
Motion Graphics	Storyboarding
Visual Design	Branding
Print Design	Typography

## Experience

### Tencent – Marketing Graphic Designer

Palo Alto, CA | April 2017 - March 2019

- Produced video marketing creatives for *Arena of Valor* & *PUBG Mobile*
- Provided creatives for *Arena of Valor* & *PUBG Mobile*'s social media networks
- Created promotional creatives for *Arena of Valor*'s eSports
- Designed App Store and Google Play screenshot assets for *Arena of Valor*
- Produced App Store icons for *Arena of Valor*
- Managed and provided art/video resources for *Eyestorm Creative*

### Storm8, Inc. – Graphic Designer

Redwood City, CA | December 2012 - February 2017

- Designed marketing creatives for multiple game titles
- Created cross-promotions icons & banners
- Designed in-game announcements for multiple live game titles
- Provided branding assets for social media networks
- Created graphics and provided design support for *Storm8.com*
- Produced UI visual designs for *Loop*, a messaging application
- Assisted in creating PowerPoint slides for *GDC 2013*
- Created *GDC 2015* promotional items
- Designed internal promotional items

### 6Waves, Inc. – Graphic Designer

San Francisco, CA | August 2011 - September 2012

- Designed Facebook marketing creatives
- Created mobile marketing creatives and app icons
- Redesigned the logo for *WaveX*, cross-promotion platform
- Designed in-game announcements and UI assets for *Ravenskye City*
- Provided branding assets for social media networks
- Produced company merchandise

### Ginger Labs, Inc. – UI/Graphic Designer

Palo Alto, CA | March 2011 - October 2011

- Assisted on visual UI designs for the iPad application *Notability*
- Produced App Store screenshots
- Redesigned the App Store icon
- Designed company business cards
- Created company T-shirts

### OpenFeint, Inc. – Graphic Design Intern

Burlingame, CA | March 2011 - May 2011

- Prepared development files for partnered mobile games
- Created assets for social media networks
- Collaborated with the design team on marketing campaigns