

Nina Liu

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Professional Summary

Creative Graphic Designer with 6 years of experience in branding, digital marketing, menu design, and print materials. Skilled in Adobe Creative Suite, UI design, and front-end basics (HTML/CSS). Strong ability to deliver engaging visuals for restaurant marketing, social media, and promotional campaigns. Passionate about creating impactful designs that drive brand recognition and user engagement.

Professional Experience

Freelance Graphic Designer

Gong Cha (Flatbush Location), New York, NY | July 2020 - Present

- Developed seasonal promotional campaigns, in-store signage, and digital marketing assets, contributing to a 15% increase in customer engagement.
- Produced visually compelling print materials that boosted brand visibility and in-store foot traffic.
- Developed menu layouts to improve customer experience and ordering efficiency.

Graphic Designer | UI Designer

Blue Sky Creative Studio, New York, NY | February 2019 - March 2025

- Executed comprehensive branding and marketing initiatives for restaurant chains and retail businesses, ensuring a cohesive and engaging brand identity.
- Crafted engaging social media visuals and promotional assets, leading to a 20% increase in client inquiries and online engagement.
- Developed UI elements and collaborated with developers to enhance website and mobile interfaces, improving user experience and accessibility.
- Managed multiple design projects simultaneously, meeting deadlines with a fast turnaround while maintaining high quality.
- Researched and applied emerging design trends, keeping brands visually competitive and engaging.

Graphic Design Intern

Highline Residential, New York, NY | September 2018 - December 2018

- Updated property show sheets, enhancing presentation quality and information clarity across multiple listings.
- Created holiday greeting materials for real estate agents, reinforcing client relationships.

Education

CUNY - New York City College of Technology | Bachelor's in Communication Design

December 2014 - December 2018 | GPA: 3.64

Certifications

- Foundations of UX Design | Google (Issued June 2021)
- Start the UX Design Process | Google (Issued August 2021)

Skills

Graphic & Visual Design:

- Branding & Identity Design
- Digital & Print Marketing
- Menu & Restaurant Branding
- Typography & Layout Design

Marketing & Social Media Design

- Social Media Campaign Assets
- Engagement-Driven Visuals
- Promotional Content Creation

UI/UX & Front-End Design

- Usability Considerations & Interaction Design
- Web & Mobile Interface Design
- Wireframing & User Flow Design
- HTML & CSS (Basic Proficiency)

Software & Tools

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD)
- Figma, Canva, Capcut, Framer
- Project Management, Cross-Functional Collaboration, Time Management