



ZOE LIU

VISUAL DEVELOPMENT

ILLUSTRATION

SUMMARY

A concept artist with a graphic design background, specializing in character design. A dreamer with a grounded approach, turning imaginative ideas into compelling visuals. Highly communicative and responsive to feedback and criticism. Seeking a Character Design Intern position to bring my storytelling skills to a creative team.

EXPERIENCE

Visual Designer

Cuyana, November 2017 — August 2025

- Designed marketing materials including emails, postcards, advertisements, posters, and brochures; delivered assets to email specialists, web managers, and communicated with print vendors when needed.
- Self-managed projects and deadlines with cross-team communication, handling last-minute requests while maintaining quality standards.
- Designed a seasonal holiday children gift booklet from visual concept to completion.

Intern

Manual, August 2017 — November 2017

- Assisted the Design Director across diverse projects including packaging, layout, and illustration.
- Supported Fort Point Beer's new packaging line from initial sketches to final digital artwork.
- Contributed illustrations for a client proposal and assisted with university brochure layout.

HONORS

- Spring 2026 Academic Excellence Scholarship Award
- Fall 2025 Academic Excellence Scholarship Award
- 2021 Academy of Art University Spring Show

CONTACT

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EDUCATION

Academy of Art University
MFA, School of Visual Development
2025 August — 2026 December

Academy of Art University
MA, School of Visual Development
2021 Spring — December 2023

Academy of Art University
BFA, School of Graphic Design
2013 September — May 2017

SKILLS

- Character Design ██████████
- Prop Design ██████████
- Environment Design ██████████
- Illustration ██████████
- Animation ██████████
- Graphic Design ██████████

SOFTWARE SKILLS

- Photoshop 2026 ██████████
- Illustrator 2026 ██████████
- InDesign 2026 ██████████
- After Effects 2026 ██████████
- Clip Studio Paint ██████████
- Procreate ██████████
- Figma ██████████