

KRISTEN (BIDDISON) LIU

www.linkedin.com/in/kristenbiddisonliu

TECHNICAL SKILLS SUMMARY

Programs

Adobe CC | Illustrator | Photoshop
InDesign | Wix | Mailchimp | Figma
MS Office Suite | Monday.com

Digital and Web

Photo Retouching | Resizing
Logo | Branding
Email | Social Media | Web Design
Presentations | Brand Guidelines

Print and Packaging

Product Packaging | Mockups
In-Store and Showroom Signage
Print Production
Letterpress | Bookmaking

PROFESSIONAL EXPERIENCE

FREELANCE GRAPHIC DESIGNER *New York, NY*

NOV 2010 - PRESENT

Freelance work primarily focusing on branding, social media and web design, and visual presentations for clients

- Branded over a dozen small businesses, including logo, business cards, flyers, web banners, and digital assets.
- Re-branded architectural firm, created images for city approval presentation, designed AIA award submissions, and assisted with photography of completed space.
- Created social media graphics and emails to promote up and coming real estate.
- Designed flyers to drive attendance and sales for retreat.

GRAPHIC DESIGNER / MARKETING COORDINATOR *WestPoint Home LLC, New York, NY*

FEB 2015 - DEC 2020

WestPoint Home has been a home textiles pioneer for more than 200 years, leading in innovation, design and fabrication.

- Daily production of cross platform designs, including print ready packaging insert and bag mechanicals for production; in-store signage and displays; showroom setup and packaging mockups; digital assets and ads; and presentations for sales meetings.
- Retouched and resized images for use in web and packaging; Coordinated and approved product photography.
- Established new photography guidelines for in-house teams and vendors; Collaborated with Ecomm team to manage and streamline creation of assets for online retailers to drive sales.
- Worked within existing style guides for established brands; followed guidelines for OEKO-TEX and GOTS certified product packaging.
- Created office newsletter, email and social media ads.
- Collaborated cross-team for all stages of packaging production and digital asset creation.
- Researched and found new vendors for photography, video editing, and freelance designers.
- Acted as studio manager for the marketing team. Managed team project status report; organized studio and supplies; managed payment and invoices from vendors; assisted director with budgeting for the team.
- Coordinated and assisted setup and planning of corporate events, including volunteer events for corporate partners.

STUDIO MANAGER / HR COORDINATOR *New York Design Architects LLP, New York, NY*

NOV 2010 - JAN 2015

TYPE SHOP MONITOR *RISD Graphic Design Department, Providence, RI*

2010

DESIGN INTERN *Biddison Architecture, Birmingham, MI*

2009

EDUCATION

BFA, GRAPHIC DESIGN / RHODE ISLAND SCHOOL OF DESIGN (RISD) *Providence, RI*

2006 - 2010

STUDY ABROAD / UTRECHT SCHOOL OF THE ARTS (HKU) *Utrecht, The Netherlands*

FALL 2009