CHIE-HSI JASMY LIU

Graphic Designer │ Brand & Visual Identity

chie-hsi0716@outlook.com

jasmyliu.com

EDUCATION

The University of Texas at Austin
May 2020
B.S. Arts and Entertainment Technology, Minor in Visual Media Studies

EXPERIENCE

Freelance - Graphic Designer and Illustrator
2020-Present
- Worked with small businesses to designed digital and print marketing assets—including posters, banners, and marketing collateral—while maintaining brand consistency and adhering to established brand guidelines.
- Produced 100+ commissioned illustration projects, managing client communication, concept development, and final artwork production.

Apple Inc. via Mindlance - Data Imagery Editor (2D Environment)
2023-2025
- Reviewed and annotated 2D visual assets to efficiently identify errors, inconsistencies, and quality issues, providing actionable feedback to support accurate revisions.
- Evaluated 3D-generated data and imagery, marking areas for correction and ensuring assets aligned with project specifications and visual standards.
- Performed comparative quality analysis across datasets and project deliverables to maintain consistency, accuracy, and overall project integrity.

Bullish Studio - Graphic Designer and Illustrator
2021-2022
- Produced and executed digital content for creators on social media, including YouTube thumbnails, Snapchat covers, Instagram ad graphics, and other promotional visuals, ensuring alignment with brand guidelines and audience engagement strategies.
- Partnered with internal departments to produce creative deliverables for brand collaborations, campaigns, and sponsored partnerships.

Good Films Studio - Graphic Designer and Illustrator
2021-2021
- Designed and produced large format graphic elements specified within film scripts, such as promotional posters, environmental signage, and advertising graphics, ensuring visual assets supported storytelling and on-screen production needs.
- Created print-ready marketing visuals for film promotion, designing posters, flyers, banners, and other promotional materials used in digital campaigns, print advertising, and audience outreach.

SKILLS

- Branding & Visual Identity
- Motion Graphics
- Animation
- Illustration
- Video Editing

- UI/UX
- Print & Packaging Design
- Typography & Color Theory
- Photo Editing & Retouching
- Social Media Content Creation

SOFTWARE

- Nomad Sculpt
- Blender
- Figma
- Procreate
- Microsoft Office

- Adobe Creative Suite
  - After Effects, Photoshop, Illustrator, Premiere Pro, InDesign, Lightroom