



HI, I'M RITA LIU!

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ritayliu.com

San Francisco, CA

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EDUCATION

Northwestern University, Medill School of Journalism

Evanston, IL • graduated 2020 • GPA: 3.64/4.00

B.S. in Journalism, Media & Integrated Marketing Communications
Minor in Sociology & Certificate in Human Centered Design

Relevant Courses: Multimedia Storytelling • Data Journalism • Video Journalism • Visual Design and Communications • Media Design • Service Design 1&2&3 • Knight Lab Studio Design: Reconstructing History Through VR

01.2018 – 03.2018

Bay Area Immersion Program San Francisco, CA

- Chosen as one of 13 journalists selected for a design-thinking program.
- Gained hands-on experience with Bay Area companies Intuit and Meedan.

EXPERIENCE

11.2020 – 05.2021

Early Learning Lab Oakland, CA • *freelance designer and illustrator*

- Develop and design visual brand identity.
- Direction and design of logos, custom fonts, and illustrations.
- Create high fidelity wireframes to organize and direct the design of content within the LMS platform.

07.2020 – 10.2020

CalMatters Sacramento, CA • *freelance designer and illustrator*

- Develop and design visual brand identity for the 2020 election guide.
- Direction and design of all logos, illustrations, and digital elements.
- Create high fidelity website wireframes to visually direct development and user experience of website.

10.2018 – 06.2020

nuazn Magazine Evanston, IL • *creative director*

- Manage a team of designers, illustrators and photographers and create designs for a biannual print magazine distributed to over 200 students.
- Design magazine style guide for cohesive visual identity and create marketing materials including flyers, stickers, and social media graphics.

01.2020 – 06.2020

Pop-Up Zine/Lakefill Mag Evanston, IL • *art director, animator*

- Collaborate with storytellers and editors to create visuals for live storytelling events.
- Manage and assign stories to a team of 5 designers.
- Ideate and execute illustrations and animations for videos.

09.2019 – 01.2020

American Bar Association Chicago, IL • *digital design fellow*

- Create a cohesive visual brand identity through social media templates and design elements.
- Ideate and produce illustrations, motion graphics, and other visual assets for social media campaigns.

06.2019 – 09.2019

Statista New York City, NY • *data design intern*

- Transform data from spreadsheets into dynamic visualizations for Statista's online platform and social media. Create branded material for internal use.
- Animate charts and graphs for social media. Develop streamlined animation process for the graphics team to follow.

SKILLS

Technical: Illustrator • InDesign • Premiere Pro • After Effects • Sketch • Photoshop • Adobe XD • InVision • HTML • CSS • Television cameras • DSLR cameras • Illustration • Animation

Communications: Branding • Editorial Writing & Editing • Quantitative research • Conversational in Chinese