

# GINA M.LIU

ART DIRECTOR

☎ 1+949.212.5779  
✉ San Juan Capistrano, CA  
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## SKILLS

### Adobe Suite

Illustrator  
Photoshop  
InDesign  
After Effects  
Premier  
Premier Rush  
Acrobat

### Microsoft Office

PowerPoint  
Word  
Excel  
Canva  
Wix Editor X

## CREATIVE SKILLS

Ad campaigns  
Collateral  
Color-matching  
Direct mail  
Email blasts  
Logo design  
Package design  
Photo editing  
Photo shoot direction  
Production Design  
Presentation decks  
Print production  
Product displays  
Social Media Reels  
Social Media Posts  
Trade show graphics  
Typography  
Video Editing  
Websites

## EXPERIENCE

2005 - Current

### FREELANCE ART DIRECTOR | BELLABRAND DESIGN

- + Assist clients with design/branding projects, spanning diverse sectors such as Technology, Healthcare, Consumer, and Real Estate.
- + Create unique, effective campaigns, content and designs across print and digital platforms, including logos, collateral, print materials, promotional items, packaging, marketing campaigns, web and social media, trade show materials, email blasts, and presentation decks.
- + Manage project timelines, budgets, and vendor resources, delivering high-quality work on time and within budget.
- + Adhere to brand guidelines throughout all design projects. Uphold brand consistency and integrity, while exploring fresh, clean design elements and styles that continue to elevate the brand's positioning.
- + Simultaneously manage multiple projects (from ideation through completion) in a fast paced, deadline driving environment.
- + **Accomplishment:** Collaborated with Surterre Properties to envision and mold their brand. Unveiling a distinctive perspective on the realm of Residential Real Estate, this branding initiative not only earned over 80 industry awards but also transformed the paradigm of marketing in the residential real estate sector.

2003 - 2005

### CREATIVE DIRECTOR | LANDAMERICA SOUTHLAND TITLE

- + Directed re-branding initiative which included new logo, brand guidelines, and a redesign of the entire collection of marketing materials.
- + Unified and organized marketing activities for multiple branches throughout Southern California.
- + Mentored ten multi-county branch designers
- + **Accomplishment:** Implemented branding strategy, and consolidation of marketing departments. This initiative successfully conveyed a cohesive corporate message and product identity while reducing printing costs of marketing and sales tool kits by over 53%.

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## STRENGTHS

Compassionate  
Collaborative  
Critical thinker  
Deadline management  
Detail-oriented  
Effective communicator  
Flexible  
Highly-organized  
Multi-tasker  
Organized  
Problem solver  
Relationship driven  
Self-motivated  
Time management  
Trustworthy

## EDUCATION

1989  
Platt College

## EXPERIENCE

1998-2000

**ART DIRECTOR | NINE DOTS AD AGENCY**

+ Spearheaded the creative direction for three B2B accounts

1997 - 1998

**SENIOR ART DIRECTOR | FAIR, RILEY, CALL, BOZELL**

- + Lead Art Director for Pharmacia & Upjohn's Ophthalmology Division and Chiron's Oncology Division.
- + Well-versed in the intricacies of the highly regulated healthcare industry
- + **Accomplishment:** Played a key role in the soft launch of Herceptin, a new breast cancer drug from Genentech.

1995 - 1997

**FREELANCE GRAPHIC DESIGNER | OC AD AGENCIES**

- + Provided design and production support for multiple ad agencies throughout Southern California.
- + **Accomplishment:** Joined forces with local programmer to create a tailor-made, automated email blast program for Strada Properties and Coldwell Banker agents. Leading companies, like Constant Contact and Mail Chimp soon adopted similar solutions.

## ACCOLADES

- + *Gold Communicators Award*  
Surterre Logo
- + *Gold Communicators Award*  
Surterre Launch Ads
- + *Gold Communicators Award*  
Surterre Website
- + *Marcom Award*  
Surterre Website
- + *Davey Award*  
Surterre Logo
- + *Davey Award*  
Surterre Launch Ads
- + *Gold Communicators Award*  
Covenant Hills Ad Campaign
- + *OC Ad Award*  
Antex Electronics Ad
- + *OC Ad Award*  
Antex Electronics Direct Mail
- + *OC Ad Award*  
Del Mar Electronics Brochure