



LANA LIU

<https://lanadissolved.com/>

I'm an interdisciplinary storyteller with a passion for fine art. I've designed for The Pantone Color Institute, The United Nations, Fantastic Fungi and more.

CONTACT DETAILS

647-894-2666
lz980507@gmail.com

403-35 Empress Ave
Toronto, ON, Canada
M2N6T3

SKILLS

- Illustration
- Graphic design
- Motion design
- Art direction and brand design
- CX, UX, UI Design
- Packaging Design
- 3D modelling
- Adobe suite (PS, AI, AE, ID, XD)
- Figma
- Fusion 360
- Fluent in English and Mandarin
- Drawing and painting, screenprinting

WORK EXPERIENCE

Customer Experience Designer

TEALEAVES | Feb 2021 - Present

- Ideate, iterate and design creative assets and experiences for brand and marketing communication strategy
- Using inclusive Design, Biomimetic Design, and Biodiversity Design methods to nudge consumers towards adoption of sustainable products and services
- Design packaging for custom blend, special collections that greatly improve B2B sales

Digital Communication Designer

McCain Foods Limited | 2019 - Present

- Graphic design for corporate communications including decks for stakeholders and internal newsletters
- Illustration and motion design for social media content
- Data visualization
- Design digital marketing campaigns

Campaign Artist

FRIENDS of Canadian Broadcasting | 2021

- Artist for 2021 I AM CANADIAN CONTENT election campaign

UX Designer

Employment and Social Development Canada | 2019

- Improve user experience for Government of Canada's youth page
- Redesign the website to attract young Canadians and inspire them to use the Government's resources

Illustrator and Art Director

University of Toronto | 2018-2019

- Creative direction for Kelly Library's 50th anniversary campaign
- Design campaign assets to promote the library's history, vision for the future, and overall create a positive and lasting impact within the community
- Design large scale window wraps

ACADEMIC HISTORY

OCAD University | Bachelor of Design - Illustration

2016 - 2021