

KUOTING LIAN

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EXPERIENCE

THE OXFORD CLUB, BALTIMORE, MD

Senior Graphic Designer | January 2022 to Present
Graphic Designer | June 2018 to December 2021

Concept and design print and online promotional campaigns, direct mail, newsletters, reports, books, email marketing, graphics for video campaigns, websites, and event branding. Develop branding for new product launches. Work closely with stakeholders and colleagues across various teams to produce high quality designs for our customers.

UNDER ARMOUR, BALTIMORE, MD

Production Designer | September 2017 to June 2018

Provided consultation around asset creation and management. Utilized campaign assets to build design layouts for retail fixtures. Ran production and prepared files for press per industry standards. Reviewed color proofs to ensure print consistency and quality across various mediums and vendors.

KLIAN DESIGNS, BALTIMORE, MD

Designer + Art Director | June 2011 to Present

Develop branding identities and guidelines for various organizations. Support and consult with clients on branding and marketing strategies. Design collateral, website elements, and social media graphics for a wide range of clients.

ORANGE ELEMENT, BALTIMORE, MD

Senior Designer | November 2015 to June 2017
Designer | January 2012 to October 2015
Intern/Freelance Designer | June 2011 to December 2011

Designed print, web, and environmental branding for a wide range of clients. Responsible for concept, design, production as well as client/vendor interfacing and project management from start to finish of a job. Leader in environmental branding projects and mentored junior designers and interns.

PI.KL STUDIO, BALTIMORE, MD

Graphic Design Intern | June 2010 to August 2010

Designed web pages, illustrated magazine cover art, and assisted with photo editing and design layouts for various architectural proposals and animations.

TEXAS TECH UNIVERSITY RECREATIONAL SPORTS, LUBBOCK, TX

Graphic Designer | January 2008 to May 2011

Designed print, web, apparel, and ad campaigns for all programming departments. Promoted the facility to new students at orientation and took photos for special events. Worked in a team to implement a new communication infrastructure and design protocol. Interviewed and trained new in-house designers upon graduation.

SKILLS

- Proficient using Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Bridge, and Acrobat
- Experienced in preparing files for print production
- Working knowledge of HTML, CSS, and creating website designs in Sketch
- Experienced in art direction by leading junior designers and interns from concept to final product
- Skilled in project management, time management, and nurturing client/vendor relationships

HONORS

FEATURED IN DESIGN/PORTFOLIO: SELF PROMOTION AT ITS BEST, 2013

For collaborative work on Orange Element's Work Smarter Poster Series

EDUCATION

TEXAS TECH UNIVERSITY SCHOOL OF ART LUBBOCK, TX

BFA in Communication Design
Magna Cum Laude
Minor in Chinese

ACADEMIC ACHIEVEMENTS

- Dean's List 2006 to 2011
- Superior Scholastic Achievement Scholarship, 2006 to 2010
- Vice President of the Association of Graphic Artists at TTU, 2010
- Service Chairman of the Association of Graphic Artists at TTU, 2009