

Will Liang

A multidisciplinary designer based  
in San Francisco.

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## Education

**California College of the Arts**  
BFA, Interaction Design. Minor in Visual Studies.  
September 2016 – May 2020

## Experience

### Fault Radio

Lead Designer / Assistant Art Director, March 2021 – Present  
Designing and producing promotional assets for Fault Radio's specialty streaming events and programs, including digital campaigns, event artwork, stream templates, and various digital marketing materials for social media.

### Freelance Designer

May 2020 – Present  
Freelance work included artworks for Make It Funky, Metropolis, shesaid.so, motion graphics for All My Thoughts, brand identity & website for KinConnector, and various illustration work. Works are done solo or in collaboration with other freelance designers.

### Rose Los Angeles

Junior Designer, June – September 2021  
Worked closely with the Art Director, ideated, developed and crafted various design touchpoints for Rose's brand storytelling, including email campaigns, Instagram marketing materials, website, editorials, in-store displays, product photos, and other brand assets.

### Ouva

Design Intern, July – August 2019  
Main responsibilities included designing and testing user experience flows for Ouva's new voice user interface. Other duties included refining brand identity across Ouva's products, social media, and presentation decks, as well as redesigning Ouva's website.

## Features

**CUP Change in Design Fellowship Finalist**  
The Center for Urban Pedagogy, 2021

**Interface Show**  
Oliver Art Center, Oakland, 2019

**In the Not So Distant Future, IxD BFA Show**  
California College of the Arts, Online, 2020

**First Year Exhibition**  
Oliver Art Center, Oakland, 2017

**Party Furniture Furniture Party**  
Heron Arts, San Francisco, 2019

## Skillset

### Creative

Brand Identity, UI & UX, Web Design, Design Research, Book Design, Photo Retouching, Prototyping, System Mapping, User Testing, Video Production, Motion Graphics

### Digital

Adobe CC <After Effects, Illustrator, InDesign, Photoshop, Premiere Pro, Xd>, Sketch, Figma, Principle, InVision, Wordpress, Webflow

### Analog

Woodworking, Bookbinding, Risograph Printing, Laser Cutting

### Coding

JavaScript, Processing, Arduino