

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

Demonstrate

Creative, November 2021 – Present

Designing and producing various assets to fulfill creative and marketing needs of Demonstrate's clients, including visual identity, campaign strategy & production, motion graphics, photography, and digital marketing materials for social media.

Freelance Designer

May 2020 – Present

Freelance work included event campaigns and artworks for Fault Radio, Metropolis, Garage Access, Make It Funky, 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