



Halei Liu

SENIOR DIGITAL DESIGNER

Hello, my name is Halei Liu. I am a designer who specializes in modern digital design. Currently, I am employed under GN hearing, aiming to build a strong digital design portfolio across the organization.

PROFESSIONAL EXPERIENCE

GN Hearing

SENIOR UX DESIGNER
2019 - CURRENT

- Leading current design development on the next-gen hearing aid digital services.
- Building a sustainable digital design system across different programs.
- Ensure smooth integration between the digital design process and SAFe.

Valtech

SENIOR DIGITAL DESIGNER
2017 - 2019

- During working at Valtech, I am leading different projects by running the design sprint. The outcome is to achieve creative solutions through clear design goals.
- Ensuring seamless design deliveries under agile design process.

Kontrapunkt

DIGITAL DESIGNER
2012 - 2017

- Strengthening the stakeholders' branding position by practicing current industries' best practices.
- Helping the stakeholders to digitalize their current brand solution by collaborating with designers from all different areas.
- Building and contributing knowledge to the different design teams, sharing general digital competencies in Kontrapunkt.

1508

JUNIOR DIGITAL DESIGNER
2010 - 2012

- Implementing digital design solutions by utilizing different tools and languages.

NOT SO SHORT ABOUT MYSELF

Currently, I am focusing on integrating the creative digital process into a large organization. I have been experimenting with various design methods and approaches. I believe this makes me a fluid learner in a fast-pacing and creative industry. Besides my flexibility, I always stay true and passionate about what I do, that is to ensure the final design solutions are both aesthetically appealing and highly implementable from the moment the idea is conceived.

As both a creative rooted and digital-born mind, my digital competencies reach from concept and idea development to the end implementation. To stay current and relevant I thrive to navigate through the latest international design trends. In the heart, It is both satisfying and comfortable to share my success and fail with my colleagues. I fundamentally believe that teamwork and a collective effort is what gives us an advantage in a competitive world.

Reach me at

WWW.LIUHALEI.EU
LIUHALEI@GMAIL.COM
0045 23 86 67 85

SKILLSET**Design tools**

As an experienced digital designer, I am practicing my design tools every day

- Sketch, or what is currently popular
- Invision
- Google G suite and Microsoft Office package
- Adobe creative cloud package

Development languages

Jack of all trades, master of all tools. I believe both the logic and emotions are what make the design solution alive. So I build my design solutions as production-ready as possible.

- HTML, CSS, Javascript; Pug, sass, vanille javascript if I can
- Gulp, webpack and grunt
- Node.js, Github, Python

Languages

- Chinese (Mother tongue)
- Danish (highly proficient in both spoken and written)
- English (highly proficient in both spoken and written)

ACADEMIC BACKGROUND**Kolding Designskole**

MASTER OF ARTS (M.A.)
2008 - 2010

- Design thinking
- Digital design process

Kolding Designskole

BACHELOR
2005 - 2008

- Communication design
- Graphic design
- Multi-media design

Reach me at

WWW.LIUHALEI.EU
LIUHALEI@GMAIL.COM

0045 23 86 67 85