



# Halei Liu

## DIGITAL DESIGNER

Hello, my name is Halei Liu. I am a graphic designer who specializes in modern digital design. I have been working as a full-time designer in 2 of the leading design agencies since 2010.

### SHORT ABOUT MYSELF

During the last 7 years in 2 of the leading design agencies in Denmark, I have been experimenting with various different 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 with 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 all the way 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 mistakes with my colleagues. I fundamentally believe that team work and a collective effort is what gives us an advantage in a competitive world.

### SKILLSET

#### Design tools

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

- Sketch
- Invision
- Google G suite, Dropbox and slack
- Adobe creative cloud package

#### Development languages

Jack of all trades, master of all tools. I believe both the logic and the emotions are what make 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)

### PROFESSIONAL EXPERIENCE

#### Kontrapunkt

DIGITAL DESIGNER  
2012 - CURRENT

- Strengthening the stakeholders branding position by practicing current industries' best practices.
- Making creative solutions feasible through clear design goals.
- Ensuring seamless design deliveries under agile design process.
- 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 team, sharing general digital competencies in Kontrapunkt.

#### 1508

JUNIOR DIGITAL DESIGNER  
2010 - 2012

- Implementing digital design solutions by utilizing different tools and languages.
- Collaborating with design team and front-end developers.
- Inspiring design team with latest design methods and design tools.

### 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

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