


DAVE

LIU

**TEAM LEADER
GRAPHIC DESIGN**

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PROFESSIONAL SUMMARY

I am a graphic design team leader with 15+ years of experience in the fields of consumer electronics, gifts and toys. Equipped with European art senses and technical skills to create professional artworks of packaging design, product photography, 3D animation and motion graphics. I am leading a team to resolve circa 1,000 packaging designs and marketing contents of the private labels of MediaMarkt annually. I am responsible for operation and development for the department in terms of high efficiency and precise resource control. Overall, I am a passionate and dedicated graphic designer who is committed to delivering outstanding design solutions that drive business success. I am always up for new challenges and opportunities to grow and expand my skill set.

WORK HISTORY

Imtron Asia Hong Kong Limited 05/2017–current

Team Leader, Graphic Design

IMTRON Asia Hong Kong Limited is a MediaMarktSaturn Retail Group Company which is the No.1 Electronic Retailer in Europe. IMTRON is the buying office sourcing for its own private labels in Asia.

- In charge of the department's operation and development.
- Manage packaging and marketing contents for 1,000+ active SKUs yearly.
- Professional design creation and product photography.
- Leading design agencies and printers in HK, Guangzhou and Ningbo for artwork creation and quality control.

Juro International Limited 11/2004–05/2017

Graphic Designer

Juro International Limited is a Hong Kong based group of companies, which manufactures in its own joint-venture factories primarily high quality toys of licensed characters, and it is the buying office sourcing consumer electronic products for Dipl. Ing. Fust AG in Switzerland.

- Create packaging artworks of stationery, plush toys and CE products.
- Assist the Director to execute creative concepts in various design projects.
- Typeset instruction manuals and schedule books.
- Commercial photography and photo retouch.

EDUCATION

The Hong Kong Polytechnic University

Bachelor of Art (Honours) in Art and Design in Education 2012–2015

Institutes of Vocational Education (Shatin)

Diploma of Product Design and Technology 2002–2004

SKILLS & EXPERTISE

Packaging Design



Commercial Photography



3D (modelling, rendering)



Animation and Video editing



Project Management



Presentation

