

# Corliss Lau

## Senior Graphic Designer

### Education

#### Lesley University College of Art & Design

BFA UX UI Design

**Awards:** The Senior Award of Excellence in Design, Community Involvement Leader, Cum Laude

### Skills

#### *Interactive*

UX Research  
UX UI Design  
HTML + CSS  
Wireframing  
Prototyping  
Design Systems  
Web Design  
Mobile Design  
App Design

#### *Visual*

Branding &  
Identity  
Packaging  
E-commerce

### Softwares

#### *Interactive*

Figma  
Sketch  
Adobe XD  
Invision  
Zeplin

#### *Visual*

Adobe CC  
Illustrator  
Photoshop  
Indesign  
After Effects

### Professional Experience

#### Graphic Designer

New Balance | Freelance | 11/2023 - Present

- Design and develop in-store visuals, new store concepts, and promotional graphics for New Balance flagship and retail stores leveraging existing brand guidelines.

#### Graphic Designer

ASICS | Freelance | 01/2023 - 10/2023

- Handle multiple design and production needs for digital assets. Resize / polish assets for final delivery in a fast paced environment. Including web graphics, homepage banners, digital ads, videos, motion graphics, social media, and emails.

#### UI Designer

TrueSense Marketing | Freelance | 09/2022 - 1/2023

- Designed digital fundraising elements such as emails, donation pages, lightboxes, web banners, social graphics, and web pages.
- Build animations, motion graphics, and edit short videos across multiple platforms.

#### Visual Designer

EF Education First | Full time | 03/2022 - 07/2022

- Designed numerous visual assets for use in digital products across web and mobile such as emails, landing pages, social media stories and posts, blogs, banners, and display ads.

#### Product Designer

Grubhub | Full Time | 09/2020 - 03/2022

- Worked with Product Designers, Developers, and QA Engineers to help Grubhub's restaurant clientele digitize their ordering experiences through branded websites, emails, custom mobile apps (iOS/Android), and app store imagery.

#### E-Commerce Designer

Keurig Dr. Pepper | Freelance | 02/2020 - 08/2020

- Created multi-channel digital assets for Keurig's retail websites (Walmart, Amazon, and Target). Designed product images, hero images, banners, and website layouts in a fast-paced environment.

#### Retail Experience Designer

Wayfair | Freelance | 11/2019 - 02/2020

- Worked closely with the Art Director to design physical and digital assets for Wayfair's retail store and promo events including in-store POS, signage, display ads, and large format pieces.

#### UX UI Designer

Grace Church | Freelance | 07/2019 - 02/2020