

Michelle Liu

Visual Designer &
Art Director

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SKILLS & TOOLS

Branding
Art Direction
Design System
Product Design
Editorial Content
Concept Sketches
Wireframe & Mockup
Graphic Visual Design

Figma
Sketch
Keynote
Illustrator
Photoshop
After Effect
Premiere Pro
Davinci Resolve

EDUCATION

ArtCenter College of Design
2016 Interaction Design

Hubei Institue of Fine Arts
2008 - 2011 Animation | BA

EXPERIENCE

Apple / Visual Designer

Cupertino - Los Angeles, CA 2018 - Present

- Led the visual design of multiple Apps and Games collections on the App Store, shaping cohesive visual systems from concept to launch, increasingly leveraging AI tools to accelerate ideation and production.
- Partnered with cross-functional teams, editorial, product, and marketing on major launches, delivering content across iPhone, iPad, Apple TV, Apple Watch, and Apple Vision Pro.
- Direct a team of production designers, providing art direction, AI-workflow guidance, and mentorship to ensure consistent, high-quality execution aligned with product goals.

Disney / Senior Designer

Glendale, CA 04.2016 - 10.2017

- Led the visual design for multiple Disney sweepstakes landing pages, I focused on creating a seamless balance between visual appeal and user functionality. I created layouts that were both intuitive and engaging, supporting clear calls to action and responsive interaction.
- I developed the marketing brand style guide for Disney Baby and oversaw the production of cross-platform design assets.

michellexliu.com / Freelancer

Los Angeles, CA 2016 - 2018

- Modernized content templates for hundreds of classic TV titles across AT&T, Hulu, and Fox Sports, creating scalable, user-focused designs.
- Designed responsive interfaces and promotional content for AT&T products on att.com, ensuring consistency across devices. Focused on usability, brand alignment, and performance to deliver clean, effective digital experiences.

Sephora / Designer

Shanghai, China 05.2012 - 09.2014

- Designed and tested product landing pages and marketing emails, collaborating with the merchandise team to create assets—from photo shoots and retouching to final visual integration. Partnered closely with developers to implement functional and visually cohesive components across digital experiences.
- Led the creation of monthly product catalogs from concept to final production, managing vendor relationships and overseeing print quality, materials, and color accuracy to maintain the highest standards.