

LEON LIU

a Minimalist Artist.

a Graphic & Interactive Designer

who specializes in using the simplest shapes, colors, and texts possible to communicate essential information through eye-catching images.

a Filmmaker & Photographer

who wields the power of minimalistic aesthetics, non-linear narratives, and dramatic conflicts to tell compelling stories.

Portfolio: leonliu.works

Email: leon.liu@nyu.edu

Skillsets

Graphic Design / UI UX / Infographics: Advanced

Illustrator / InDesign / XD / Figma / D3.js

Front-End Web Development: Intermediate

HTML / CSS / SASS / JavaScript / JQuery

Video Editing / Motion Graphics: Advanced

Premiere Pro / After Effects

3D Modeling / Virtual-Reality: Intermediate

Maya / UE 4 / Unity / Swift / ARKit

Photography / Photo Editing: Advanced

Photoshop / Lightroom / Camera Raw

Communication & Presentation Skills

Chinese (Native) / English (Fluent)

Honors

NYU WeeklyQ Featured Artist

2020 Spring

NYU Tisch School of the Arts Dean's List

2017 2018 2019 2020

Unsplash's Editorial Feed Featured Artist

2017 2018 2020

Education

Interactive Media Arts (BFA)

NYU Tisch School of the Arts 2017 - 2021 GPA 3.9/4.0

Experience

Lead UI Designer | Squad Inc.

- Rebranded Squad as a freelancer market tailored for university students and established a style guide to create a consistent and effective visual identity across platforms.
- Redesigned user interface of the iOS app complying with the new style guide.
- Produced media content, including videos, posters, advertisements for upcoming promotion, and hiring events.

January 2020 – November 2020

Graphic Designer | NYU Production Lab

- Created a new style guide for lab's publicity material and an event guide, a handbook on lab's facilities.
- Created an organized catalog system for archiving and tagging Lab footage for easy-to-find use.
- Filmed and photographed Lab events and marketing reels. Edited creative content for the lab, including filmmaker reels and promotional video clips.

October 2018 – July 2019

Director | What We Talk About When We Talk About Lights Camera and Action

- Developed and directed a 14-minute narrative film with a \$30,000 budget.
- Collaborated with producers, screenwriters, and actors from NYU Tisch School of the Arts and cinematographer from New York Film Academy.
- Won the Best Acting Ensemble on New York Film Awards. Premiered at NewFilmmaker Los Angeles on Jun 7th, 2020.

March 2019 – March 2020

Photographer & Curator | Unsplash

- Curate photography works at one of the world's leading photography website Unsplash.

26,125,809 views 136,735 downloads

Until October 2020

unsplash.com/@leoncooper