

KE LIANG

<https://www.keliang-portfolio.com/>
San Francisco, CA
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EDUCATION

FIDM/ Fashion Institute of Design & Merchandising

San Francisco, CA

Associates of Arts Degree: Visual Communication

June 2017

- Courses Include: Fashion Editorial Styling/ Design Installation/ Material & Props/ Branding for Social Media/ Entrepreneur/ Marketing Events/ Layout & Design/ Advanced Digital Imaging/ Art History/ Computer Rendering/ Drafting/ Computer Graphic/ Sketching

- **Language:** English, Chinese (Mandarin)

- **Skills:** Fabrication/ Photography/ Drawing/ Concept Design/ Styling/ Lay Out Design/ Art Direction/ Visual Display Editorial/ Graphic Design/ Computer Rendering/ Microsoft Office

EXPERIENCE

McDonald's (XinXinag, China)

General Manager May 2012- July 2013

- Managed quality control of all food products and maintained clean facilities
- Delegated duties to employees and helped them set and achieve their professional goals
- Resolved all issues in a timely and efficient manner and coached employees to take on additional responsibility
- Provided immediate and considerate customer service to accommodate customers' special requests and always ensured customers felt welcomed and appreciated

FuXiang LLC. (Taichung, Taiwan)

Graphic Designer March 2014- June 2016

- Coordinated and communicated effectively with clients in order to discuss and create a well organized design plan that adhered to the clients' preferences and vision
- Led the creation of layout design, visual design, and graphic design
- Responsible for Photoshop retouching and ensuring the quality of final product

SWITCH Parking APP (WuHan, China)

App Visual Designer August 2016- December 2016

- Designed the app logo and visual user interface

- Utilized market research and user preference statistics in order to create a strategic marketing and promotion plan

BLANCE LLC. (San Francisco, CA)

Co Designer December 2016- June 2017

- Managed and designed website and rebranded the style of the company by researching customer preferences and understanding latest fashion trends
- Created company logo design and fabric pattern design
- Employed flexible and effective marketing and social media campaigns by understanding fashion trends and competitors' strengths and weaknesses, which led to the further development of the BLANCE brand

MACY's Flower Show (San Francisco, CA)

Mannequins Design, "Oops: Spilled Bag Of Popcorn" March 2017

- Cooperatively worked with a team of designers to create a successful design plan